Practical Usage of Social Media Networks in Business
-
A Guideline to Facebook Utilization

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ABSTRACT

This study was conducted in order to (1) research the social media landscape and ways to operate there and to (2) formulate a guideline for the best practises in the social media network service Facebook for the commissioner Jimm`s PC-Store. A literature review regarding social media was conducted along with an online questionnaire which focused on Facebook. The survey was made available on Facebook for the 3500 fans the company had there. This thesis aims to understand how Jimm`s PC-Store customers wish to take part in the community and how the company should operate in social media.

The use of social media in marketing is growing in popularity and can be of use for companies such as Jimm`s PC-Store. This fast growth offers opportunities for companies, however social media landscape is also in a constant state of change and due to this it was important to try and establish what are the best practises when operating there.

The results suggest that while it is true that there are changes in the landscape, there are still some important notions which enable marketers to navigate successfully in the fast changing environment. While further research could take on issues such as how different segments feel about social media and marketing in social media, the findings of this thesis provide for a basic understanding of how to operate in social media, especially on Facebook, and further they indicate the need for having a broad and an open approach towards social media. Finally the issue of lack of control in social media needs to be taken into consideration by any company that sets out to approach social media, the guideline provides important notions regarding this subject as well.

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1 INTRODUCTION

What are social media best practises? The 2010 Social Media Marketing Report (Stelzner, 2010) found that this question is among the top of the questions which marketers want answered regarding social media. This thesis sets out to answer this and other questions in order to formulate a guideline for Jimm`s PC-Store Oy to use in social media.

This project begins with the introduction of social media and with a closer look at Facebook. These are followed with the case of Jimm`s PC-Store, a survey conducted on Facebook for the company's fans and reviewing of the results and finally with formulation of a guideline, for the company to use, based on the findings of the literature review and the results of the survey.

Jimm`s PC-Store has already established a presence on *Facebook*, and it was decided to look for alternative ways the company could operate on *Facebook*. This social media network offers various methods ranging from private messages to the company's own profile page on *Facebook* to contact customers. Hence it would be beneficial to study how these function and how they are viewed by the consumers, thus this study was carried out – in order to further make use of this growingly popular social media network that *Facebook* is. Through such a research the company may find more effective ways to utilize *Facebook* and other social media in their business. Jimm`s PC-Store will also learn new information regarding its customers and their social media behavioral tendencies, which in turn can be used by the company to better reach them.

2 SOCIAL MEDIA

Since Wikipedia is an excellent example of social media, it is reasonable to use its definition of social media here. After all, it is the people who are using social media making the definition as the media transforms. Wikipedia defines social media as:

> *Social media are media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue. Andreas Kaplan and Michael Haenlein also define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content."Businesses also refer to social media as consumer-generated media (CGM). A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value* (Wikipedia, 2011.)

While the definitions of what is social media vary and are subject to change due to their nature, there are some characteristics which social media shares; *participation*, *openness*, *conversation* (as opposed to traditional media which is more about broadcasting), *community* and *connectedness* (Mayfield, 2008). Thus, instead of broadcasting, in social media companies are in a dialogue with the customers. Moreover, they are no longer shouting, nor are they pushing – internet is a pull media.

Another important characteristic of social media and internet these days is that companies give up control to the people - their consumers – willingly or unwillingly. The companies have less control over social media than over traditional media. There are many channels which the company has no moderation over within the social media. Online the consumers are collectively strong and are sharing the experiences they have had with companies, brands, products and services with everyone on a daily basis.

As Mayfield (2008) points out, social media is basically about being human beings. That is to say it is about sharing ideas, cooperating and collaborating with other people. It is about thinking, debate and discourse as well as about finding friends or making new friends or about commerce.

The ease of access due to new technologies enables the social media users to create content and to share it with others. Social media brings people together, it is easy to find and join communities. This melting pot of minds generates new ideas and developments with immense speeds. From the following Table 1 we can view the growth rates of selected social media, further proof of the ease of access to social media. Facebook for example had ten times more users in 2010 than in 2007, from an impressive 50 million to extraordinary 500 million users in a matter of 3 years.

Table 1: Social media growth

Social media growth				
	2007	**2008**	**2009**	**2010**
Facebook	50 M	100 M	350 M	500 M
Myspace	N/A	125 M	80 M	66 M
Twitter	0	4.4 M	18 M	175 M
Sources: Facebook, wikipedia, Twitter.com, Myspace.com				

When looking at these statistics one should keep in mind that the whole notion of social media networks is quite new. This in part can explain the high growth numbers of these sites. While people are leaving Myspace, the other two most popular social media are growing at incredible speeds and are attracting more and more attention from businesses around the world.

Currently there are many different types of social media. First, there are social networks such as *Facebook* and Myspace. Then there are blogs, different kinds of wikis, podcasts, forums and content communities as well as microblogging sites like Twitter. However as was established earlier, innovation and change are constant, hence the definition and the make up of social media for the time being seem to be constantly challenged – such is the nature of this media. From the following Figure 1 we can see just how vast the social media realm is already; there are services for nearly anything one can think of.

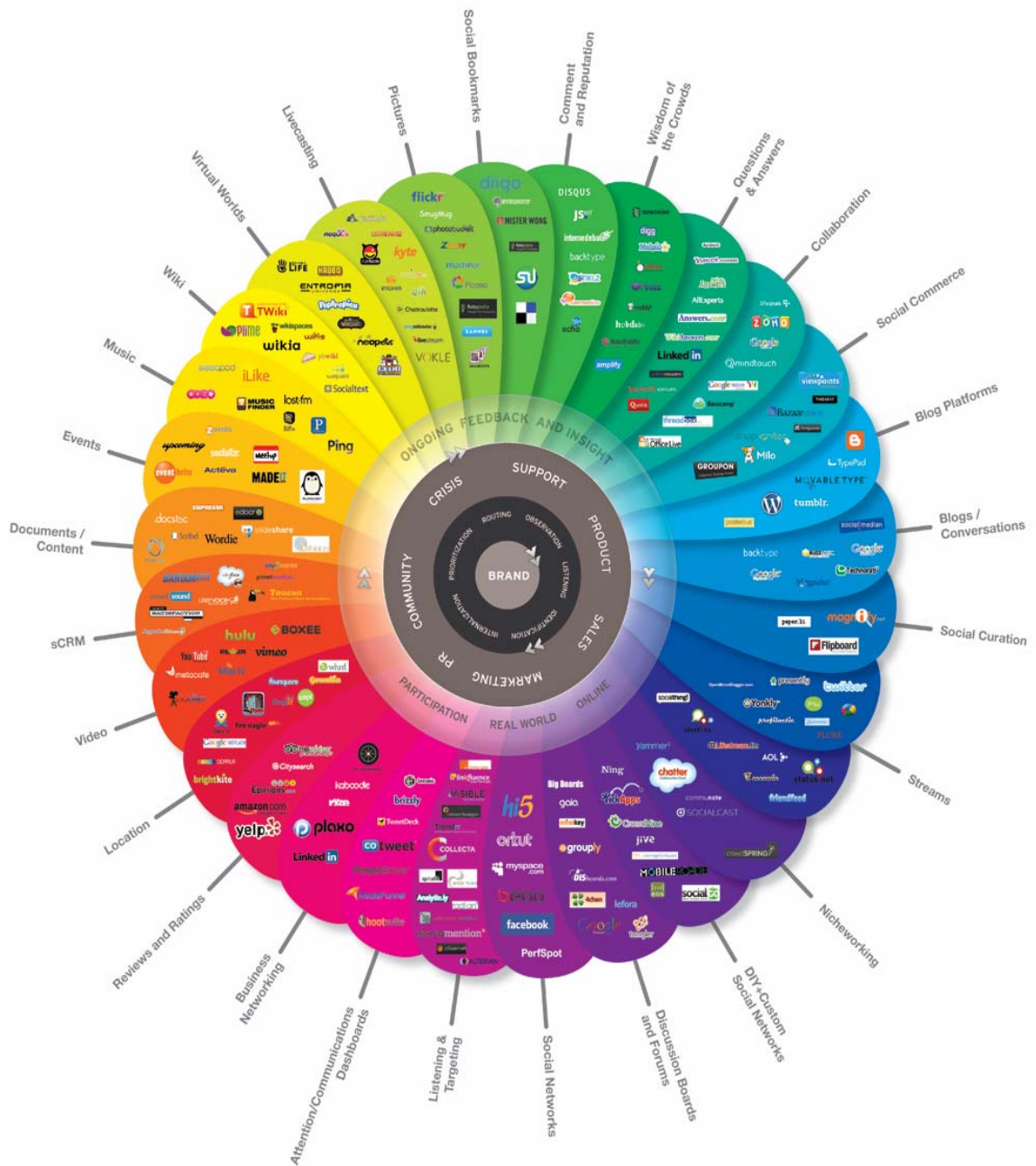*Figure 1: Conversation Prism (Solis & JESS3, 2010)*

2.1 Social media users

As there are many different types of social media, there are also different types of users of social media. A very useful tool to observe this is the Social Technographics ladder, which is illustrated in Figure 2, by Forrester Research (Li & Bernoff 2008). It simply classifies people based on how they use different social technologies.
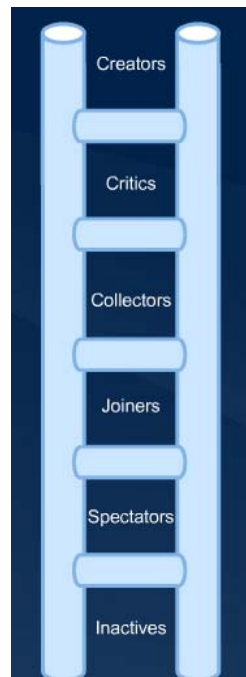
Figure 2: Social Technographics ladder (Li & Bernoff 2008)

At the top of the ladder we have *Creators*. These are the people who publish blogs and their own websites, and they write articles and publish videos or music they have created. There are also *Critics* who tend to comment on blogs or post reviews or ratings of products and services. Critics also contribute to forums and wikis. *Collectors* are users who use RSS feeds and add tags to websites and photos for example. *Joiners*, which are the second largest group, comprise of users who visit social networking websites and maintain profiles there as well. Then there is the largest group, the *Spectators*; these are the users who watch other users' videos, view their blogs, read the forums and reviews for example. At the bottom of the ladder is a group of *Inactives*, the ones who do not create or consume any kind of social content. Recently Forrester has updated the ladder and added one more group between Creators and Critics called the *Conversationalists*; these users update their status on Facebook, or make tweets at least on a weekly basis.

The benefit of this type of a classification is that it enables marketers to create better strategies, due to the fact that they are better able to understand how these different types of users approach social media.

As there are different types of users, there are also different forces which drive them to use social media. Knowing these drivers one can consider the future and the use of social media better. According to interviews by Li and Bernoff (2009), the following reasons are among the strongest:

- **Friendships (making new friends and keeping in touch with older ones)**
- **Social pressures**
- **Good things circulate**
- **Unselfish**
- **Pleasure**
- **Creativity**
- **"Connectedness"**

Facebook and Twitter for example provide an excellent platform for people to keep up with their friends activities. It is commonplace to share this kind of information, since the people using social media know that their friends are interested in such details. Generally social media provide excellent opportunities to interact with friends or to make new ones. The users of social media also want to share their experiences with others. It could be a useful website they came across or it could be just about sharing information – for example through Wikipedia. Creative people have a great tool in social media as they can share their creations no matter what it is, a video, a story, a picture or a song. Others can gain easy access to these creative people's materials and find pleasure in exploring them. Internet is full of opportunities to connect with people or things. It is constantly bringing people together no matter where they are or what brought them there.

As was established, different things drive different people, thus it is neither essential nor practical to figure out what all the drivers are. More purposeful would be to find different ways how to get your customers to interact with your company.

2.2 The usage of internet and social media in Finland

In this day and age the use of internet is commonplace throughout the world. Not only do computers provide access, but mobile phones and other mobile devices do it as well.

Even modern TVs provide access to the internet. According to Statistics Finland (2010), 72% of Finns use internet daily or almost everyday. 42% of 16-74 year olds have registered to some social media network (*Facebook*, Twitter, etc.) There are almost 2 million Facebook users in Finland according to statistics by Socialbakers (2010). The number of users is still growing, at a rate close to the other Scandinavian countries.

In Finland two out of three young people follow social media networks on a daily basis. Youngsters and young adults are most interested in Social networks. Even 83% of 16-24 year olds and 76% of 25-34 year olds have registered as members, while only 44% of 35-44 year olds have registered. The interest is even lower in the older age groups (Statistics Finland, 2010).

2.3 Social media usage in hours

As we can see from Figure 3, the average global consumer spends more than five and a half hours on social networking sites like Facebook and Twitter - up from 3 hours in December 2008. Most of the time is spent on social media networks such as Facebook, or on different blogs.
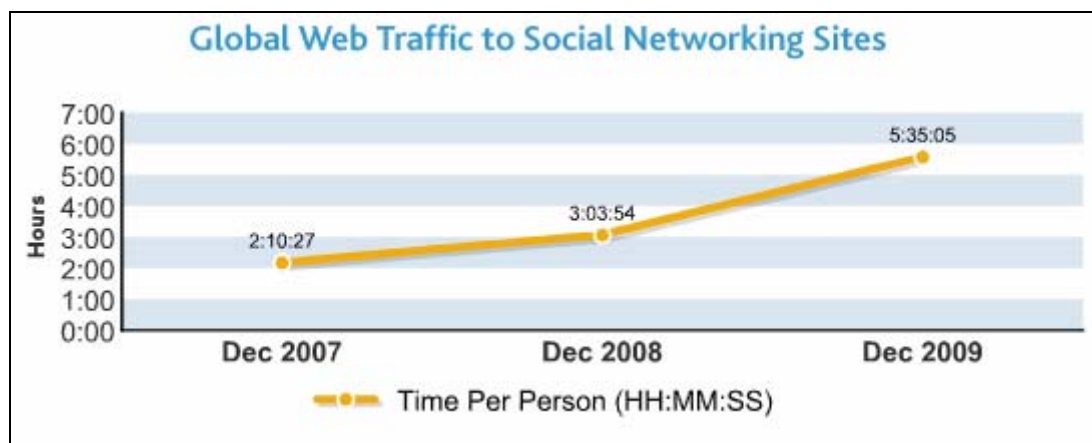

Figure 3: Global Web Traffic to Social Networking Sites (The Nielsen Company)

2.4 Reasons to use social media

In the December 2010 edition of HBR (Harvard Business Review, 2010) the Stat Watch showcases a significant figure regarding social media and the internet. According to Bernoff & Schadler, Forrester Research analysts, consumers share with other consumers

500 billion impressions online about products and services annually. Most of which (60%) are shared on Facebook, moreover 16% of the users generate 80% of the messages and posts regarding products and services.

Further, a study by Marketing Sherpa (2009) indicates that marketers believe that social media suits best to gaining fame, creating awareness and to handling public relations. The study also suggests that social media helps in creating more traffic to your websites and in better search engine rankings. Moreover, marketers also believe that social media helps in developing your customer support services and with lesser effect in generating sales leads, savings in acquiring new customers, savings in customer support and finally in higher sales. While there are many reasons as to why companies choose to get involved in social media, there are also many benefits that could be reached with just taking part in social media, even without much effort due to the ease of joining and use in many cases. As we will see in the following part of the thesis, it is quite simple and quick to get involved in social media and social media networks (Soininen, Wasenius & Leponiemi, 2010)

2.5 Social networks

Taking part in social media has been made easy. One can simply join a network he/she is interested in and proceed to create a profile for himself/herself or for the company, or in some cases for both. Then people start to connect with others within the network and begin interacting. It is in this interaction where *Facebook*'s advantage lies. The fact that *Facebook* is open for developers is also a significant advantage. This openness means that anyone can develop applications for *Facebook* without any charge. Thus, it comes as no surprise that *Facebook* users install approximately 20 million applications every day (Facebook*,* 2011). The next part of this thesis takes a more in-depth look at Facebook generally as well as for business use.

3 FACEBOOK

Since it was founded in early 2004, *Facebook* has grown at a record breaking speed. Currently the most popular of the social media networks, it has over 600 million users. The website was originally meant for the students of Harvard University only. However, since September 2006, it has been available globally for anyone to use. The website is available throughout the world in over 70 languages. *Facebook* is a social utility, which makes the communication easier and more efficient between friends, family members and co-workers. This platform facilitates the sharing of varied information (contact, religious etc.) via the social graph - the digital mapping of the users' real-world social connections. Since *Facebook* became open to everyone throughout the world in 2006, now anyone is free to sign up for an account and interact with the people whom they know, in a secure and trusted environment. Table 2 highlights the most important facts about *Facebook* and its users and activities.

Table 2: Facebook user and activity statistics 2010 (Facebook, 2010)

Users	Activities
More than 600 million active users	There are over 900 million objects that people interact with (pages, groups, events and community pages)
50% of active users log on to *Facebook* in any given day	Average user is connected to 80 community pages, groups and events
Average user has 130 friends	Average user creates 90 pieces of content each month
People spend over 700 billion minutes per month on *Facebook*	More than 30 billion pieces of content (web links, news stories, blog posts, photo albums, etc.) shared each month.

3.1 Facebook users

Facebook has over 600 million active users, that is, users who have returned to the site during the previous 30 days. It took Facebook less than a year to reach 200 million users. This is significant when compared to internet, which reached 50 million users within four years. Even more significant when compared to TV and Radio. The former took 13 years to amass 50 million users while the latter took 38 years (Social Marketing Tricks, 2010).

By no means is *Facebook* done spreading all over the internet and the world. Firstly the growth rate is incredible even years after it was launched. In 2010 Facebook had 7,9 new registrations per second (Social Bakers, 2010). Second, Facebook's increased presence in our daily life can be noted in many places. For example in the library of Leppävaara in Espoo, Finland special *Facebook* courses have been arranged, where people are introduced to *Facebook* and taught how to use it (City of Espoo, 2010). Another example comes from the United States of America, where Stanford University held a class called *Facebook for Parents* in 2009. The course helped parents to learn more about *Facebook* (Taloussanomat Digitoday, 2009). The existence of courses such as these shows the growing popularity of Facebook and other social media all over the world.

3.2 Overview of the Facebook webpage

The service, or the site, consists of the main functions and applications. The main feature with *Facebook* is the user's Home page and the Profile itself. In the Home page one finds News Feeds, which provide updates from the users friends' activities in *Facebook* for example. On the Profile you can find the information which the user has shared with the world, from educational background to political views. There are also certain core applications in *Facebook*; these include Photos, Events, Videos, Groups and Pages. These applications enable the users to interact with others in various ways. The website has also added a chat feature, which allows for instant messaging between friends. There are also other means of communication available – Wall posts, personal messages and Status updates to name a few. An example of a profile page on Facebook is shown in Figure 4.

Figure 4: Facebook profile page. (Facebook, 2011)

One key point in *Facebook's* success is the fact that the users have the option to maintain their privacy and have control over how much of their personal information is shared with others. Thus, *Facebook* has given the users control of their own experience; they can express themselves at levels they find comfortable. For example, in order to create a more trusted environment, the website requires people to use their real names (Facebook, 2011).

3.3 Facebook and business

The growing popularity of *Facebook* is naturally attracting marketers to join up and take advantage of the platform as well. It is affecting the ways in which businesses are operating online. No longer are they solely concentrated on attracting more and more visitors to their own websites. Rather they are going where the customers are – *Facebook*, or other social media networks such as Myspace or Twitter. Studies have shown that Facebook and Twitter followers are 50% more likely to buy a product when compared to traditional media. According to statistics by CMB Consumer Pulse (2010), both the likelihood of purchasing and recommending rise among the followers or fans on Facebook or Twitter.

It follows that a more practical approach is to try and integrate the chosen social media with the company website. This can be achieved via different tools such as share buttons for example. As we can see from Figure 5, this is exactly what Jimm`s PC-Store

has done. Their own website offers a link directly to their *Facebook* profile page, and vice versa.
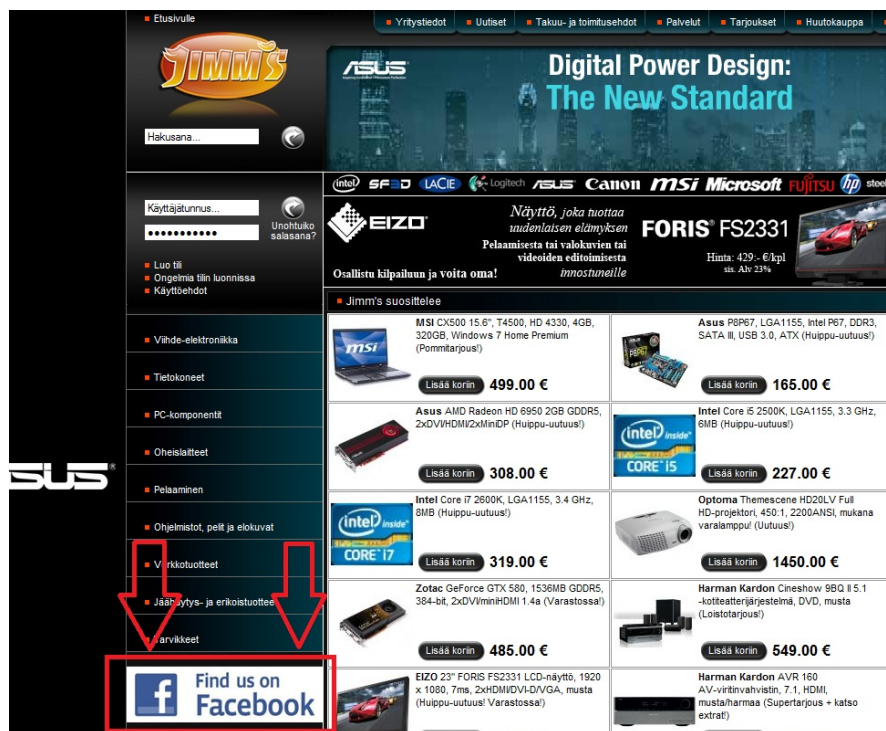

Figure 5: Jimm`s PC-Store homepage link to Facebook.

The goal for members is to increase their visibility as individuals, or as companies or on a brand level. For this purpose *Facebook* offers an excellent platform free of charge. *Facebook* provides the means for an actual conversation instead of just broadcasting. This can be done via chatting, videos, pictures etc. *Facebook* also offers so called nonverbal means for communication, i.e. the popular *Like* button. The Like button is built into Facebook and within Facebook one can click on the Like button under users' comments or posts. Outside of Facebook the button enables the user to share their content with friends on Facebook. When the user clicks the Like button on a website, a story appears in the user's friends' News Feed with a link back to the website (Facebook, 2011).

A growing amount of people spend time on *Facebook*, or online leisurely, much like one would at a shopping centre for example. Thus, there clearly exists an opportunity for companies to try and affect their behaviour online – to get their attention and to

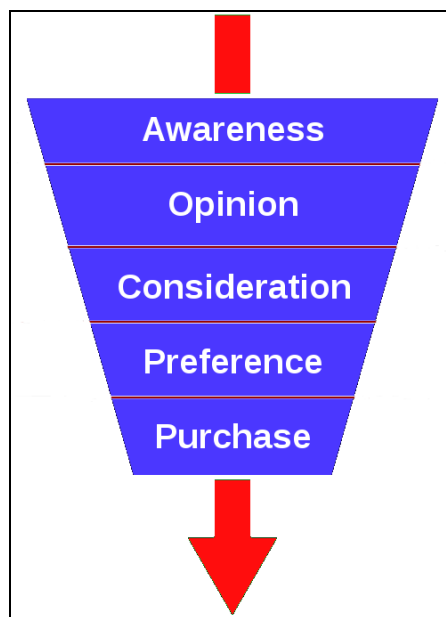provide information and to guide them through the purchase funnel, which is pictured below in Figure 6.

Figure 6: The Purchase funnel

It is in the middle of this funnel where social media holds an important role these days. People are more prone to listen to their peers instead of the marketers, here the countless amounts of blogs and forums play a big role. People or the customers are learning from each other and for this reason the significance of social media in this consideration phase is of great importance. However, with the growing role of the digital channels available for consumers, the Purchase funnel does not successfully define the situation any longer. The consumer decision journey model by McKinsey (*McKinsey Quarterly #3, 2009*), presented in Figure 7, is a more viable option for this.

This model suggests that once the decision to purchase has been made, initially consumers start with a narrower set of choices, but instead of keeping with the Purchase funnel theory of narrowing it down further, this model suggests that consumers may add and drop options as they consider the purchase. In social media one can ask for opinions regarding a product and receive numerous viable alternatives from their peers for example.
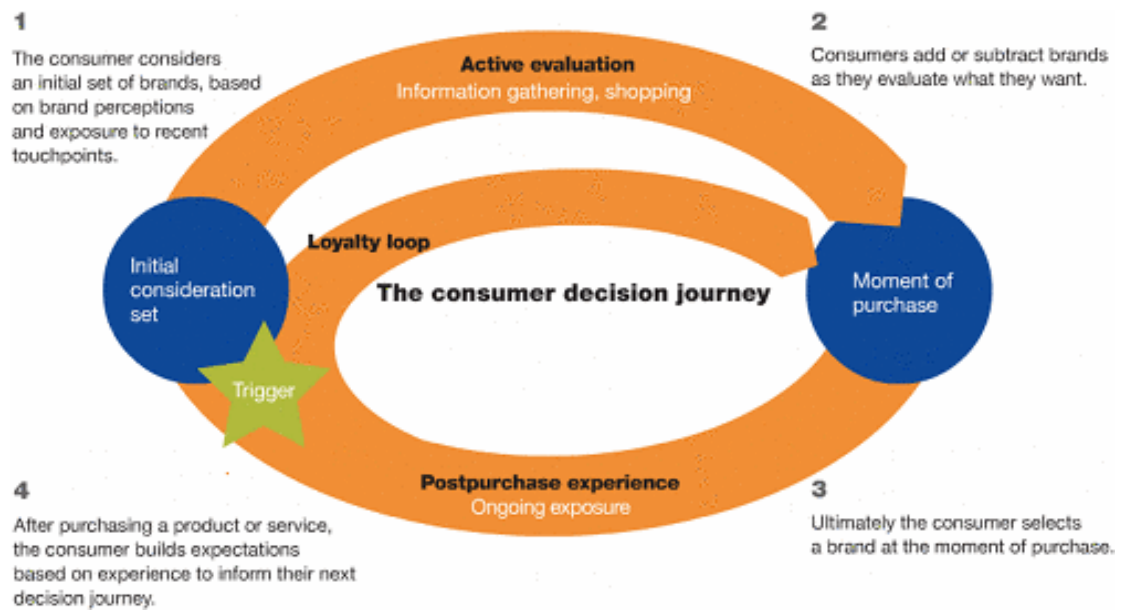
Figure 7: The consumer decision journey model (McKinsey Quarterly #3, 2009)

The role of advertising still holds strong in the initial stages, however in the consideration stage adjustments could be in order, especially when dealing with social media. Companies should strive for conversations and to enlist their customers to be their spokesmen in *Facebook* or other social media. These are the environments, which provide plenty of information for customers who are in this consideration stage, and companies need to be there as well, making sure that their presence is noted. Another benefit of social media is that it enables companies to have a significant effect on the after purchase stages by making it easier to provide support for example, or to provide a rating or review system (Korpi, 2010). Further, the customers now tend to go online to share their experiences after the purchase.

3.4 Marketing in Facebook and other social media

Regardless of what type of a company you may represent, or if you are an artist, it is important for you to consider your prospective customers or audience. You should know what they want and how to speak to them. You should also consider how you want to be perceived by them through your messages. As has been established in this thesis already, one should steer away from mere shouting towards a conversation, as this more traditional approach is not suitable for social media. *Facebook* and other social media provide people with ways to interact and share information in whole new ways (Dunay & Krueger, 2010).

Facebook provides a flexible platform for marketers, which is beneficial considering the earlier point of trying to find different effective ways to interact with one's customers. There is the possibility for paid advertising – *Facebook* ads. These ads provide an exceptional platform for marketers due to the ability to target very specific groups. This is possible because people share a lot of their private information on Facebook, which enables these accurately targeted ads. In fact, it is possible to target fans of a certain type of music in a certain area of a country that have a certain type of education, all at once.

According to a survey by Dynamic Logic (AdReaction, 2009) advertisements on *Facebook* are noticed significantly more than elsewhere on average. This study also points out that when it comes to advertisements, they should be funny and relevant to the viewer. Social media offers excellent opportunities for relevant targeted advertisements, as was just noted in the example of Facebook.

While these ads can be programmed to direct the viewer to one's own website for example, this should be used with caution. If one already has a Facebook Page for their company set up, it is better to direct them there, since it is the environment where the customers want to be (Dunay & Krueger, 2010).

In *Facebook* it is also possible to do free advertising in the form of *Facebook* groups or pages. Jimm`s PC-Store has created a *Facebook* page for their company, Figure 8, is an example of such a page. On a Facebook page one can share information regarding the company, such as contact information or share pictures, videos, links etc.

Figure 8: Jimm's PC-Store Oy Facebook page

A recent update to Facebook Pages made the communication between a company and the customer even easier and more engaging. The page is now more like the users profile page and it also provides options like the ability to choose if one wants to read only the Facebook page creators messages or everyone's messages on the wall – this way the user can filter out the amount of messages, thus reaching the most interesting information faster.

The advantage of Facebook Pages is that they provide a platform for the company and the customers, fans or friends to converse about one's company, brand, products or services. What is more, the fans and customers are there because they want to be there. It is entirely optional for them, thus they have made the effort to join up and want to take part in the conversations, in one way or another. This suggests that they are open for contact from the company's side. While Facebook Pages do let the administrator to administer the conversations, it should be done very carefully. This loss of control can be viewed as a disadvantage for Facebook Pages, however the benefits far outweigh the negative aspects.

3.5 Viral messages

Viral messages are a hot topic in social media. They are messages which rely on individuals to spread the message to others, mostly via internet. Seth Godin (2000), the author of the most popular published e-book ever (over 1 000 000 downloads of the digital version of the book), described the idea as below and made reality of it with the book itself as well.

> *The future belongs to marketers who establish a foundation*
> *and process where interested people can market to each other. Ignite*
> *consumer networks and then get out of the way and let them talk.*
> (Godin, 2000)

Godin offered the book online for free in downloadable format and encouraged readers to spread the file, and they did just that. Quickly it took off virally. People sent the file to many others and it was viral. Then came in the marketing, he published a hard cover edition of the book and it went to #5 on Amazon and he sold rights for the book in dozens of languages. Such viral messages attract marketers for obvious reasons.

Facebook is a platform which greatly facilitates viral marketing, due to the fact that most of the content is word of mouth and that people have a need to share information with others. Hence companies look for ways to tap into this resource, and strive to activate their fans to talk about their brands, be that on Facebook or on their blogs or anywhere within the social media sphere.

On Facebook, when a fan interacts with a company's Facebook Page, this activity will be published in his/her Facebook Profiles News Feed. These feeds usually have a link to one's page and if his/her fans/friends are interested they might start to interact with his/her page as well. It is up to the marketers to make sure that their Facebook Page provides these news or social stories. One needs to activate the fans, to enable the further spreading of their actions with links to his/her page. Marketers should keep this notion in mind constantly since viral messages are one's fans or customers promoting your company, however this applies both to positive and negative promoting. The main idea is that Facebook and other social media tend to make viral marketing easier.

3.6 Business users

The 2010 Social Media Marketing Report (Stelzner, 2010) found that 65% of social media marketers are new to social media marketing, meaning that they have been using social media for a few months or less. Out of the ones who use social media, 56% use over six hours per week and almost one third use social media 11 hours or more weekly. The ones who have been using social media longer are also the ones who tend to spend more time on it. The most commonly used social media tools were Twitter, Facebook, LinkedIn and blogs, with Facebook's role growing the most. Majority of the respondents indicated that they plan on increasing the use of these tools in the future. Smaller businesses were slightly more likely to use social media in marketing.

From the use of social media, the biggest benefits were in increased exposure and increased traffic. Social media also brings more visibility for the company as well as better search engine rankings (Stelzner, 2010). However, one should keep in mind that the search engines change and these benefits will not last unless one keeps updating his/her content. Hence, it is evident that social media requires constant attention and presence in order to use it effectively. Listening to, taking part and reacting to the conversations online is of great importance. Next we look at how to plan for these actions in social media.

3.6.1 The POST method

Li and Bernoff (2009) suggest using the POST method, illustrated in Figure 9, to build one's plan for social technologies.

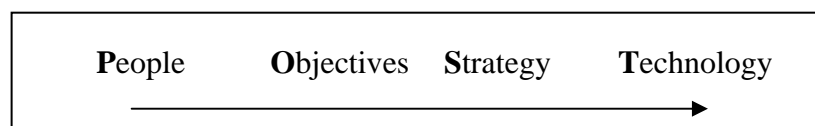**P**eople   **O**bjectives   **S**trategy   **T**echnology

Figure 9: The POST method.

This 4-stage planning process starts from examining the people and objectives first, only then should one proceed to create strategies and consider the technology. The point is that according to this thinking, if one considers everyone the same, the strategies will

not be successful. As we noted in the Technographics ladder (Figure 2), people are not all the same, there are many types of users and this needs to be taken into consideration.

Li and Bernoff (2009) propose, based on their interviews, five main objectives for companies to choose from. A company should take a look at them and choose the one that suits their profile best. These objectives are 1) *Listening* – the company should listen to their customers online in order to learn more of them. Such an approach suits for companies which strive to add to their knowledge of customers for marketing and development purposes. 2) *Speaking* – the company should speak to their customers online in order to spread messages regarding the company online. This approach suits for a company which is willing to make their digital marketing more interactive. 3) *Engaging* – is an approach where the company looks for their most enthusiastic customers and to use social media in order to activate them more. This is suitable for companies which are aware that they have active brand followers or fans they could activate more. 4) *Provide for* - is an approach where the company uses tools which enable customers to help each other. It is a suitable option for companies which have significant costs from support and if they know that their customers feel connected to each other. 5) *Cooperation* – which is the most complex of these approaches, it involves enlisting your customers as part of your operations; it is suitable for a company which has already succeeded in one of the other objectives.

Setting one main strategy is important due to the nature of social media. Social media tends to change and so should one's actions there, hence it is more beneficial to have one main strategy to keep an eye on. Flexibility is important in social media. There are many cases where someone has started a support forum online, only to find out that their customers have great ideas or that one started a blog thinking that they would be doing the speaking, but found themselves listening to the customers instead.

3.6.2 The 4 C concept

The 4 C concept, illustrated in Figure 10, by David Armano (2008) is useful when considering the basis for one's part in the community. The first C stands for *Content*, creating and sharing content – the most important part of social media. The second C stands for *Context*, being where one's customers are and delivering them quality content

in the right time. The third C stands for *Connectivity,* the content needs to be shared and companies must engage the members of the community to share the content with others. Finally the fourth C stands for *Continuity*, in order to achieve success in social media and communities, one's actions must be based on the concept of continuity. It is important to keep delivering content to the customers in order to keep them active and the community up.

Figure 10: The 4 C concept (Logic Emotion blog, 2008)

3.7 Measuring social media

As was discussed earlier, Facebook for example, provides excellent tools for targeted advertising. However, it also provides companies with tools for analytics - the Insights dashboard which offers a wide variety of analytics regarding one's Page. For example, one can view analytics regarding specific stories liked on his/her website, or how many users commented on posts made on the Page (Facebook, 2010). These are quickly and easily available, so they should be used in order to better value the social media efforts. As Kokko (2009) suggests, always define goals and measure them, this way one will focus on the essentials and that is where the Insights dashboard comes in very handy. He goes on to remind the reader to analyze instead of just reporting and furthermore to try to make predictions, instead of just looking in the rearview mirror. Finally he warns about the amount of analytics available. According to him one should focus on the most essential ones and most importantly one shouldn't blindly trust the data; after all it is made by computers and there might be errors in the code.

4 Description of the work / Case

4.1 The commissioner: Jimm`s PC-Store Oy

The thesis was commissioned by Jimm`s PC-Store Oy, which is a Finnish company with headquarters in Turku, Finland. The following is a short description of the company.

Jimm`s PC-Store Oy is an expert online shop, specializing in ICT, components and home electronics in Finland, which introduces new products in the front line. The company was founded in 2001 and in 2010 Jimm`s PC-Store sales were over 26 million euros. The company has a staff of 40 (April 2010) and has pick-up service stores in Turku, Helsinki and Tampere.

In 2010 Jimm`s PC-Store Oy bought Bulldog Netstore Oy. This acquisition increased the company size and the personnel of Bulldog was transferred to Jimm`s PC-Store as previous employees. This has enabled the company to operate with a larger and more competitive selection while also improving the logistics and customer service areas. The company is a part of the SSP Group (telco and fiber network operator in South-Western Finland).

As of late, Jimm`s PC-Store has expanded quickly, from previously being IT-enthusiasts trusted component store to its current state of vast popularity. The company's selection includes components for the more fanatic enthusiasts as well as ICT products and home electronics for consumer markets with competitive prices. The online store selection covers already over 20 000 products. The company's online shop receives over 200 000 visitors per month.

The offering of localized and genuinely present service is the most significant competitive factor for Finnish online shops when compared to foreign operators in the field. Social media could be used to offer even more present and personal service for

example. Such reasons are behind this thesis topic and will offer important insights for the company when it comes to making future plans for social media usage.

Currently Jimm`s PC-Store offers information regarding the company on their Facebook page, as well as important news about products and service. They also communicate with their customers and fans via the Facebook wall. The company also recently started to offer special promotions for their fans on Facebook.

4.2 Focus of the study

Social media is a relatively new topic and is growing in significance with immense speeds in the modern technologically advanced world. This study focuses on social media, social media networks and Facebook. The purpose is to study the characteristics of the users and the media in order to reap the benefits from using *Facebook* for example. The main focus is on Jimm`s PC-Store Facebook fans and their opinions and behavior on Social media networks, especially Facebook.

4.3 Aims and objectives of the study

The overall research objective is to better understand the workings of the social media networks (Facebook etc.) when it comes to marketing and customer relations, as well as to identify certain characteristics which the customers appreciate and expect in social media usage. Finally the objective is to create a guideline for Jimm`s PC-Store to use in social media and in Facebook, in order for the company to better utilize social media.

- To better understand the workings of the social media networks (*Facebook*) when it comes to marketing and customer relations.
- To identify certain characteristics which the customers appreciate in social media usage.
- Define a guideline for "correct" behavior in *Facebook* for Jimm`s PC-Store

5 THE SURVEY

An online questionnaire (Appendix 1) was completed and it was posted on the Jimm`s PC-Store Facebook wall and the questionnaire was online for 2 weeks time. At the time of the survey, the Facebook page had over 3500 fans. After the 2 weeks, the survey had received 450 responses online.

Internet survey was chosen due to the fact that it can reach a large sample quite fast and mainly because this enabled us to provide a link for it on Facebook, which is the focus of this study. Also it was another way to show to the customers of Jimm`s PC-Store that there is a dialogue between the two parties on Facebook. The data was collected using an online questionnaire, mixed-methods research was applied to the resulting data.

In the following part of this thesis, I will present the results, after which I will provide analysis based on them as well as conclusions based on the whole thesis. This aims to formulate a guideline for the company to use in their social media operations.

5.1 Questionnaire results

Question 1. Your activities in Facebook?

When asked about the respondents' activities in Facebook, the responses indicate that the Jimm`s PC-Store Facebook fans main activity in Facebook is to *keep in touch with friends (89%).*The second most important activity is *to follow up on events (71%). Viewing/sharing of pictures/videos (49%)* is the third most important activity, followed by *gathering information about interesting products or brands (30%)* and *playing games or using applications (25%).* Finally 4% of the respondents also answered other - these open answers are listed after the figure.
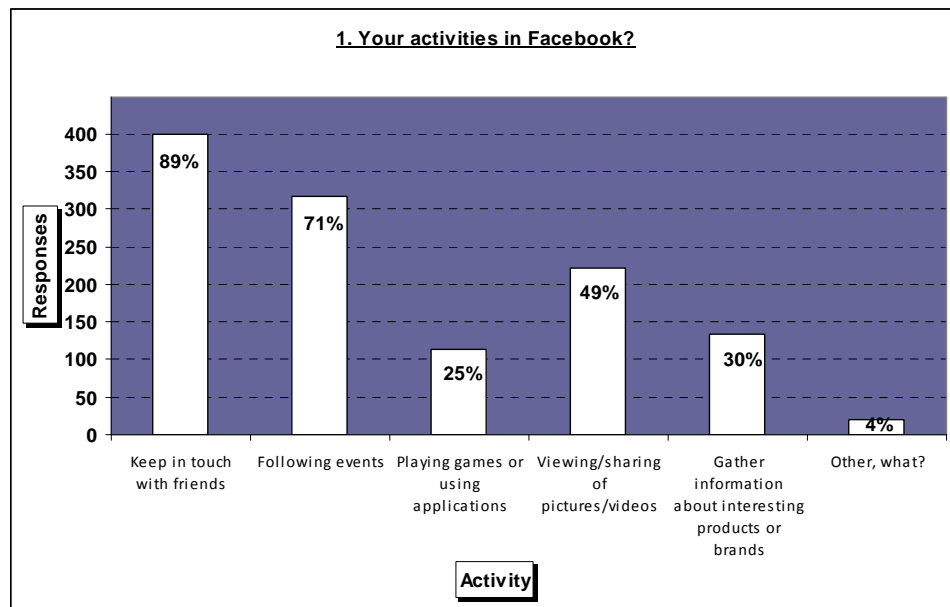
Other, what?

- Aivan käsittämätöntä paskanjauhantaa kommenteissa!
- Uutisten seuranta eri medioiden Facebook-päivitysten ja linkkien kautta.
- Tiedottaminen kavereille kiinnostavista artikkeleista ja uutisista.
- Kilpailuihin osallistuminen, firmojen/bändien/sivujen kanssa vuorovaikuttaminen.
- Töitä!
- teen FB-sovellluksia
- Uutisten seuraaminen
- kyylääminen :D
- Bändien seuraaminen
- Yhteydenpito työtovereiden kanssa
- Ihmisten stalkkaaminen! :D
- En käytä facebookkia mihinkään
- Sports Trackerin päivittely
- tarjousten seuraaminen
- Trollailu.

- Kauppojen tarjoukset ja kilpailut.
- Uutisten jakaminen.
- Käyn siellä silloin, kun joku linkki sinne vie. Monet yritykset kun käyttävät FB:tä omien webbisivujen lisänä/korvikkeena.
- ei paljo mittää - onpahan tili

Question 2. How often do you visit Facebook.com website?

When asked about how often the Jimm`s PC-Store Facebook fans visit Facebook.com website, 93% of the respondents answered that they visit the site on a daily basis and cumulatively 98% visit the website weekly. 2% of the respondents indicated that they visit Facebook rarely.

Question 3. Have you found a product or a brand which interests you through Facebook?

Over two-thirds (67%) of the respondents indicated that they have found a product or a brand of interest through Facebook, while 33% of respondents have not.
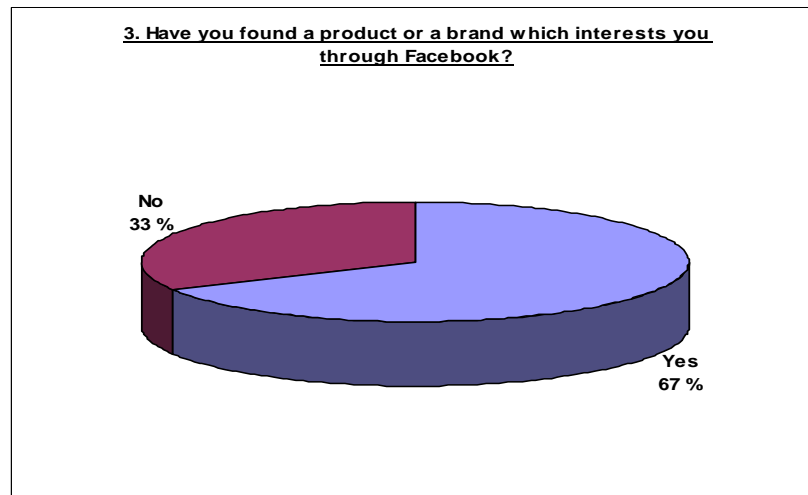
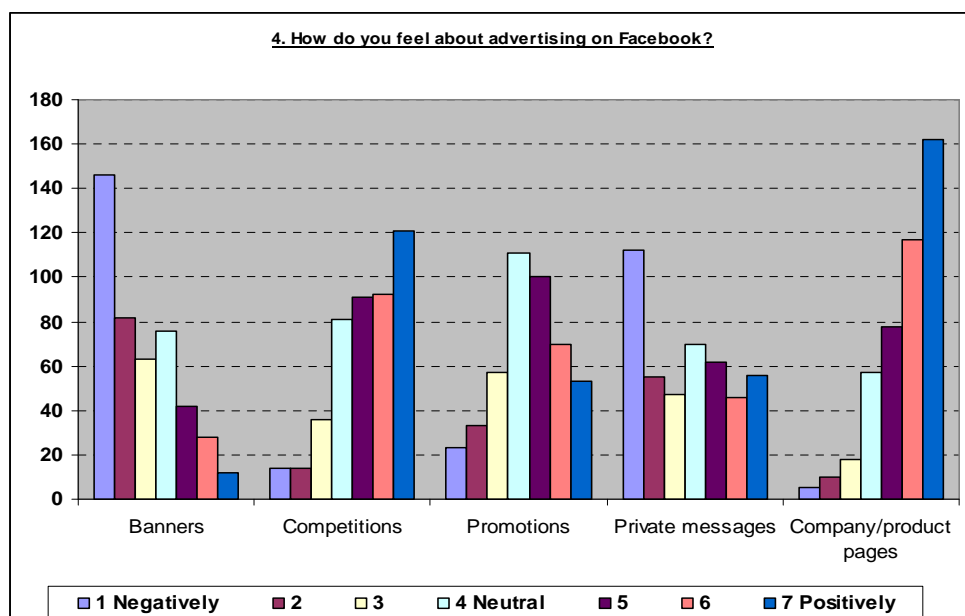**Question 4. How do you feel about advertising on Facebook?**

Question 4 asked how the respondents feel about advertising on Facebook. When it comes to *banners* 65% of the respondents feel more negatively than neutral about them. 17% feel neutrally, while 18% lean towards feeling positively.

The second part inquired the respondent's attitude towards *competitions* on Facebook and the majority (68%) of the respondents feel more positively than neutral, with 18% indicating neutral attitude and 14% leaning towards negative attitude.

The third part on this question dealt with *promotions* on Facebook and nearly 50% of the respondents feel more positively than neutral, with 25% indicating neutral attitude and 26% leaning towards negative attitude.

Next we enquired about the respondent's attitude towards *private messages* on Facebook. Nearly half (48%) of the respondents feel more negatively than neutrally or positively and 16% feel neutrally, while 27% feel more positively than neutrally about private messages on Facebook.

Nearly 4 out of 5 respondents (79%) feel more positively than neutrally about *product/company pages*. 8% of respondents feel more negatively than neutrally, while 13% feel neutrally about product/company pages on Facebook.

In the following table are the averages of the answers to the question how do you feel about advertising on Facebook.

How do you feel about advertising on Facebook? 1 Negatively 4 Neutral 7 Positively	Average
How do you feel about advertising on Facebook? Banners	2,82
How do you feel about advertising on Facebook? Competitions	5,18
How do you feel about advertising on Facebook? Promotions	4,44
How do you feel about advertising on Facebook? Private messages	3,61
How do you feel about advertising on Facebook? Product/Company pages	5,64

Banners are viewed more negatively than the other choices, with private messages also viewed quite negatively, while the other options are seen in a more positive light, especially competitions and product/company pages.

Question 5. How often do you visit Jimm`s PC-Store Facebook page?

When asked how often do the respondents visit Jimm`s PC-Store Facebook Page 7% of the respondents answered that they visit Jimm`s PC-Store Facebook page daily, while 42% visit the page one to three times a week, however only 8% visits the page 4-6 times a week. 31% of the respondents visit the page on a monthly basis and 11% indicate they visit the Facebook page rarely and 1% answered that they never visit the page.

5. How often do you visit Jimm's PC-Store Facebook page?

Never 1 %
Rarely 11 %
Daily 7 %
Monthly 31 %
1-3 times a week 42 %
4-6 times a week 8 %
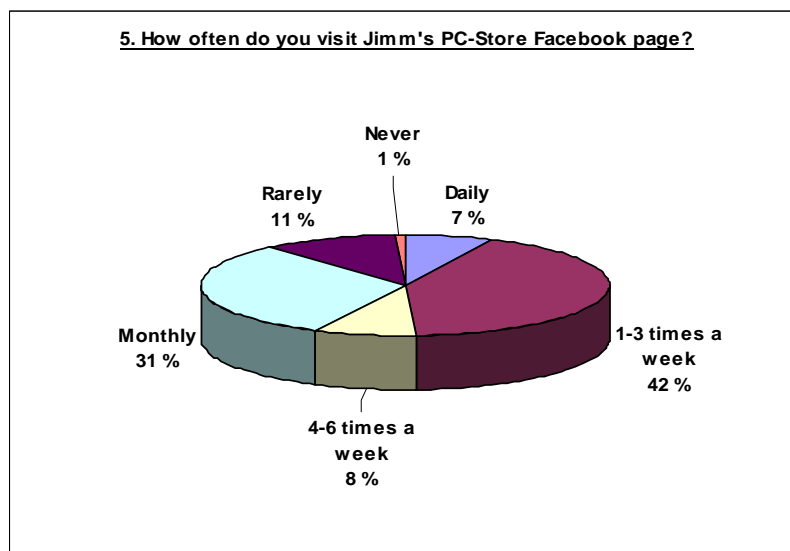
Question 6. Do you follow the Jimm`s PC-Store Facebook profile?

Question six enquired if the respondents follow the Jimm`s PC-Store Facebook profile. 88% of the respondents indicated that they do follow the Jimm`s PC-Store Facebook profile. 54 out of the 445 responders answered no, thus 12% of the respondents indicate that they do not follow the Facebook profile.
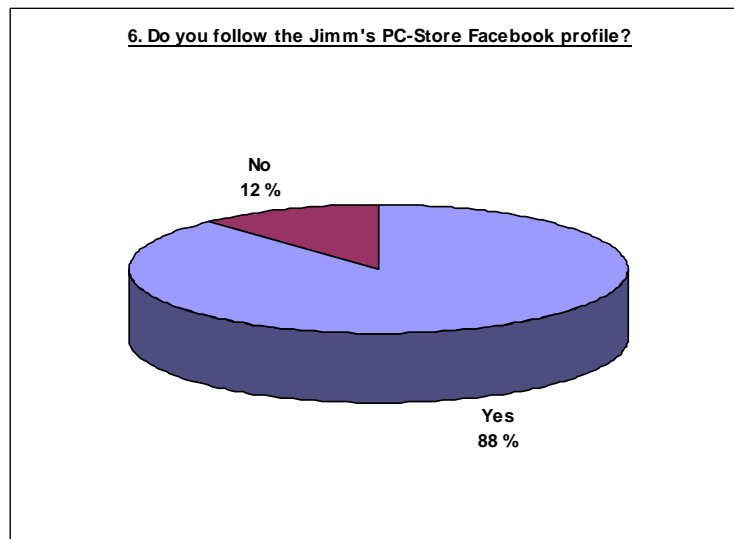
Question 7. Have you written on Jimm`s PC-Store Facebook wall?

One in five, that is 20 % of the respondents have written on Jimm`s PC-Store Facebook wall, while the majority (80%) have not.
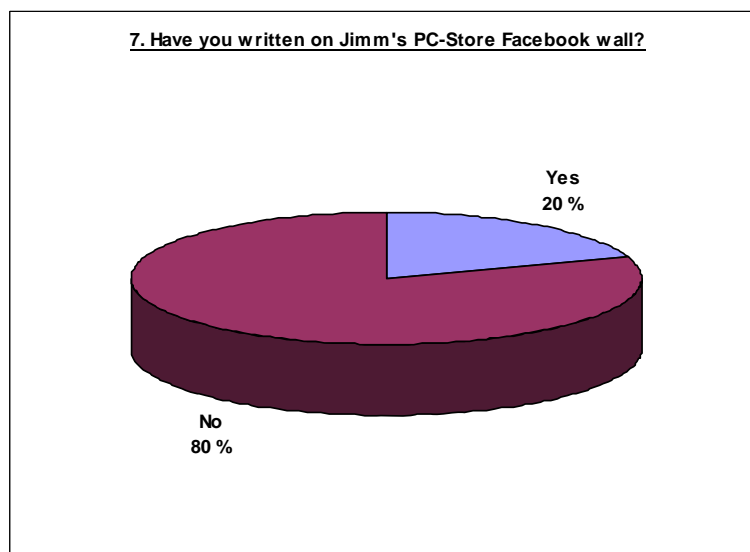
Question 8. What do you expect from Jimm`s PC-Store Facebook page?

When asked what the respondents expect from Jimm`s PC-Store Facebook page, 93% of respondents indicated that they expect *special offers*, and 79% indicated they expect *news* and 75% expect *competitions*, while 66% expect *product information*. 33% expect *customer service* and 13% *videos*, while 1% answered *something else*, these open answers are listed after the figure.

8. What do you expect from Jimm's PC-Store Facebook page?

- News 79%
- Product information 66%
- Customer service 33%
- Competitions 75%
- Special offers 93%
- Videos 13%
- Something else 1%
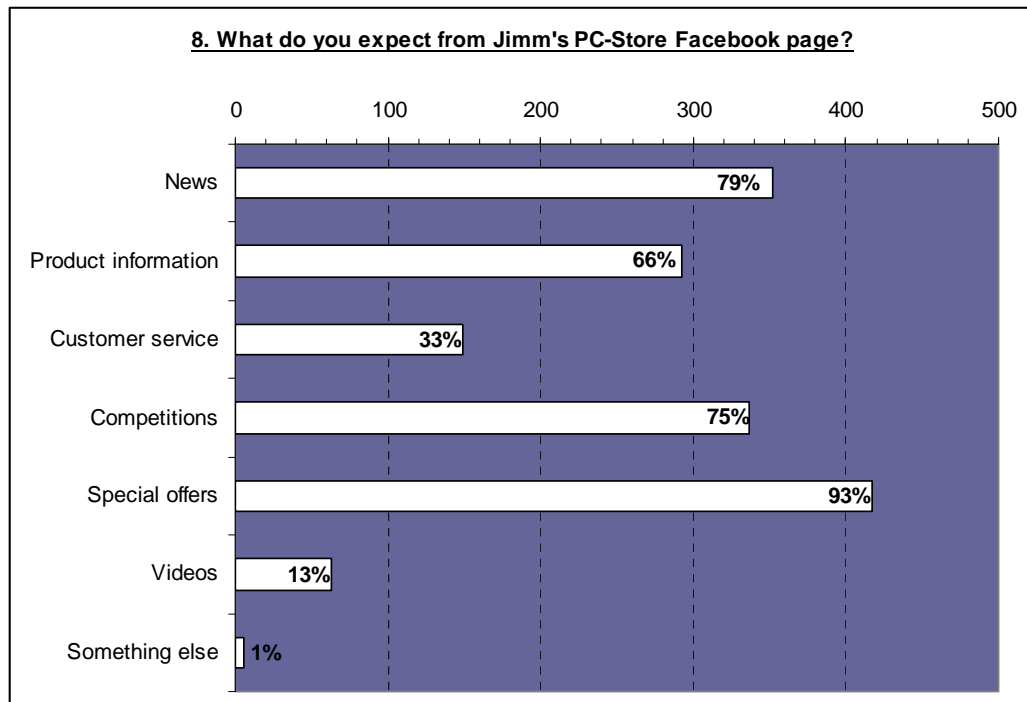
Something else

- arvontoja tietty :D
- FB on hyvä markkinoinnin ja viestinnän apuväline - ei 'pääväylä'. Kovin on harvakseltaan tullut mitään päivityksiä tähän päähän näkyviin. Mitään 'normaalia' ei kannata tätä kautta julistaa, mutta sellainen viesti joka koskee yritystä tai edustettuja tuotteita, mutta niistäkin vain 'highlite'. Nyt tähän hätään ei tule oikein muuta mieleen. Mutta tämä on enempi kiinni korvien välistä kuin median kyvyistä.
- Huutokauppa pläjäyksiä
- Ilmaistuotteita
- Kuvia assyilta <3

Question 9. What kind of a personality you wish Jimm`s PC-Store Facebook profile had?

Question 9 was a multiple choice question, it asked what kind of a personality the respondent wishes the Jimm`s PC-Store Facebook profile had. Majority (65%) of the respondents wish the profile was formal, while 13% wish it was more of a friend. Almost one in five (19%) of the respondents indicated that the profile should be a formal friend. Respondents also had the answer option *something else*, the open answers are presented after the figure.
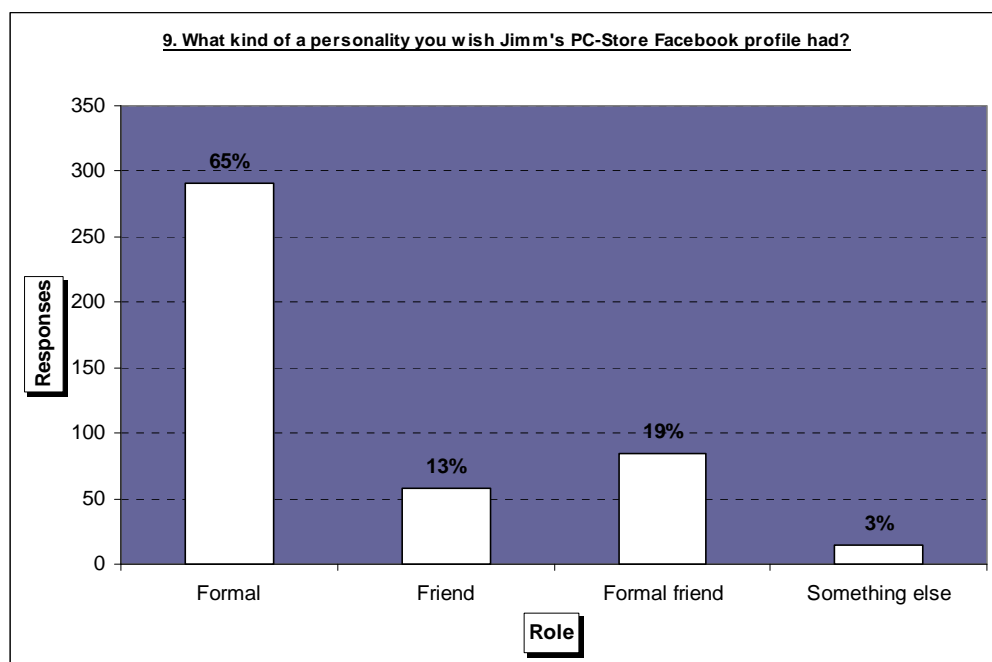
Something else

- Erilainen. Keskinkertaisuutta tulee välttää.
- Nykyinen on rok :)
- tiedottava
- kyborgi
- Rennon asiallinen :)
- Liike ei mielestäni voi olla kaveri, vaikka sellainen se kai parhaimillaan on. Asiallinen toiminta myynnissä kuin asiakaspalvelussakin. Kun muistaa että suomessakaan kaikki eivät ole 'ruudinkeksijöitä' niin näille kuitenkin pitää saada toimivat värkit aikaiseksi. Myynnin ja asiakasplavelun asiakaskonsultointi voisi olla hyvä 'profiilinimi' hyvälle 'persoonalle'. Toisin kuin tämä paikallinen asiakkaisiinsa ylimielinen vk.com
- Normaali. Ei ihan asiallinenkaan, (:D) vaan kirjoittaa niinkuin puhuisi.
- Rento, kaveri, ei liian formaali, mutta silti asiallinen.
- Olisi hienoa, jos vastaus tulisi nopeasti, vastaaja olisi ystävällinen ja osaava :) Näinhän se on tähän mennessä ollutkin.
- Rentoa meininkiä.
- kaverimainen mutta silti hommansa osaava ja asiallinen.
- jotain asiallisen kaverin tyylistä :)
- vapautunut/rento
- olen pitänyt nykyisestä :)
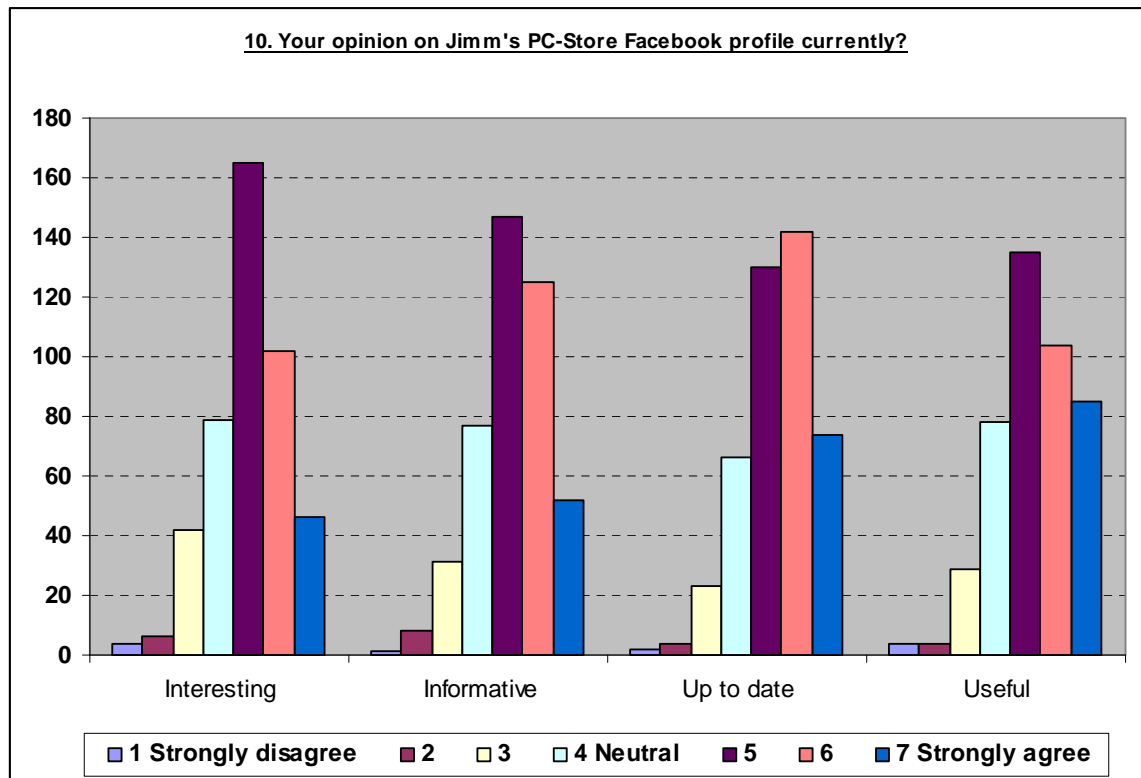- asiallinen, mutta silti lähempänä kaveria kuin vain myyjä

Question 10. Your opinion on Jimm`s PC-Store Facebook profile currently?

The responses to question 10 regarding Jimm`s PC-Store Facebook profile lean positively towards the statement that the profile is *interesting*. With 37% of respondents valuing 5 on a scale from 1-7 with 1 being strongly disagree and 7 strongly agree. While 23% answered 6 and 10% 7 strongly agree. 18%, which is almost one in five respondents answered 4 which is a neutral attitude towards this statement.

Question 10 also enquired if the respondents find Jimm`s PC-Store Facebook profile to be *informative*. The answers lean positively towards the statement that the profile is informative. With 33% of respondents valuing 5 on a scale from 1-7 with 1 being strongly disagree and 7 strongly agree. While 28% answered 6 and 12% 7 strongly agree. 17% answered 4 which is a neutral attitude towards this statement.

The respondents also feel quite strongly that the profile is *up to date*. With 29% of respondents valuing 5 on a scale from 1-7 with 1 being strongly disagree and 7 strongly agree. While 32% answered 6 and 17% 7 strongly agree. 15% answered 4 which is a neutral attitude towards this statement.

Finally question 10 enquired if the respondents find the profile *useful.* The answers indicate that the respondents feel that the profile is indeed useful. With 31% of respondents valuing 5 on a scale from 1-7 with 1 being strongly disagree and 7 strongly agree. While 24% answered 6 and 19% 7 strongly agree. 18%, which is almost one in five respondents answered 4 which is a neutral attitude towards this statement.

10. Your opinion on Jimm's PC-Store Facebook profile currently?

Legend: ■ 1 Strongly disagree ■ 2 □ 3 □ 4 Neutral ■ 5 ■ 6 ■ 7 Strongly agree

In the following table are the averages of the answers to the previous statements regarding Jimm`s PC-Store Facebook profile.

Your opinion on Jimm's PC-Store Facebook profile currently? 1 Strongly disagree 4 Neutral 7 Strongly agree	Average
Your opinion on Jimm's PC-Store Facebook profile currently? Interesting	4,99
Your opinion on Jimm's PC-Store Facebook profile currently? Informative	5,14
Your opinion on Jimm's PC-Store Facebook profile currently? Up to date	5,36
Your opinion on Jimm's PC-Store Facebook profile currently? Useful	5,25

This indicates that overall the respondents find the profile interesting, informative, up to date and useful.

Question 11. Your opinion on Jimm`s PC-Store advertising on Facebook?

The responses to question 11 regarding Jimm`s PC-Stores advertising on Facebook. The first statement was that it *receives attention* and the answers indicate that the respondents do not strongly agree, nor do they strongly disagree with the statement, they are quite neutral, with 28% of respondents valuing 5 on a scale from 1-7 with 1 being strongly disagree and 7 strongly agree. While 17% answered 6 and 10% 7

strongly agree. 25%, which is one in four respondents answered 4 which is a neutral attitude towards this statement.

The second statement was that Jimm`s PC-Store Facebook advertising *is sufficient* and the answers indicate that the respondents do not strongly agree, nor do they strongly disagree with the statement. They are quite neutral, with 26% of respondents valuing 5 on a scale from 1-7 with 1 being strongly disagree and 7 strongly agree. While 19% answered 6 and 14% 7 strongly agree. 22% of the respondents answered 4 which is a neutral attitude towards this statement.

The third statement was that Jimm`s PC-Store Facebook advertising *is absent* and the answers indicate that the respondents do not strongly agree, nor do they strongly disagree with the statement. They are quite neutral, leaning slightly toward disagreeing with the statement, with 19% of respondents valuing 5 on a scale from 1-7 with 1 being strongly disagree and 7 strongly agree, while 17% answered 3 and 20% 2. 8% of the respondents answered 1 which means they strongly disagree with the statement that the advertising would be absent, 3% of the respondents feel that the advertising is absent and therefore strongly agree with the statement.

The last statement was that Jimm`s PC-Store Facebook advertising *is interesting* and the answers indicate that the respondents lean significantly towards strongly agreeing with the statement. With 27% of respondents valuing 5 on a scale from 1-7 with 1 being strongly disagree and 7 strongly agree. While 28% answered 6 and 17% 7 strongly agree. 21% of the respondents answered 4 which is a neutral attitude towards this statement.
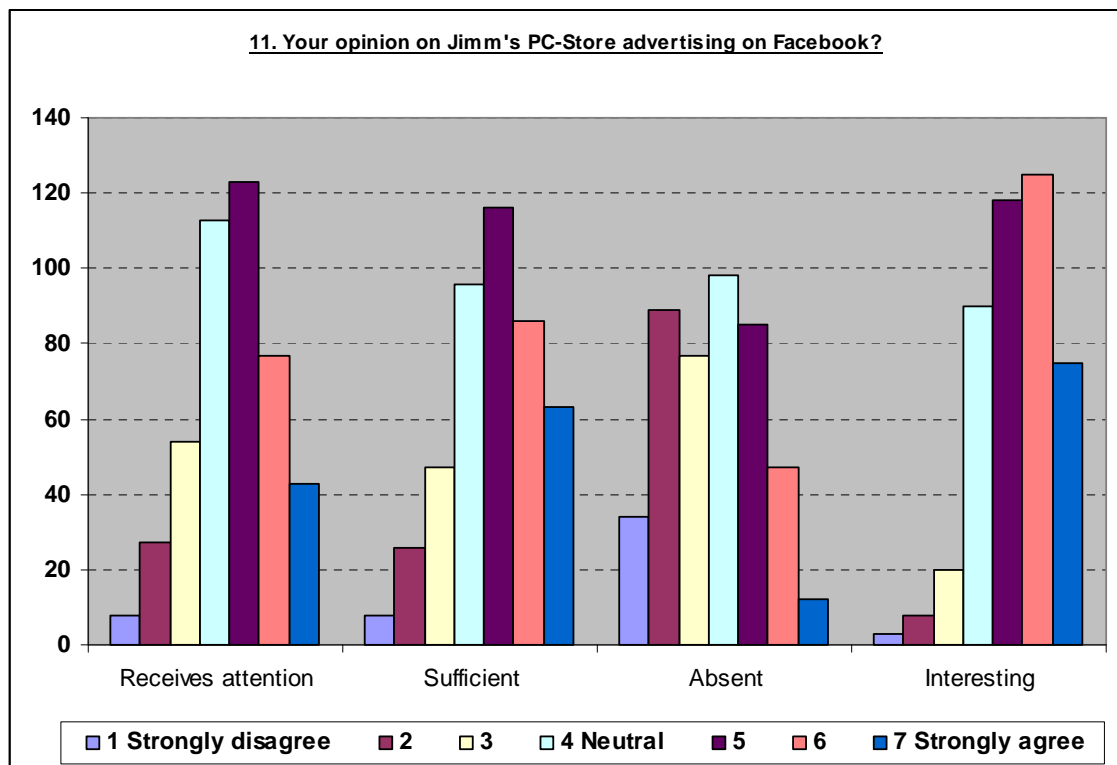
11. Your opinion on Jimm's PC-Store advertising on Facebook?

In the following table are the averages of the answers to the previous statements regarding Jimm`s PC-Store advertising on Facebook.

Your opinion on Jimm's PC-Store advertising on Facebook?	
1 Strongly disagree 4 Neutral 7 Strongly agree	*Average*
Your opinion on Jimm's PC-Store advertising on Facebook? Receives attention	4,62
Your opinion on Jimm's PC-Store advertising on Facebook? Sufficient	4,80
Your opinion on Jimm's PC-Store advertising on Facebook? Absent	3,68
Your opinion on Jimm's PC-Store advertising on Facebook? Interesting	5,25

These averages indicate that the respondents feel that the advertising does receive attention and is sufficient and they feel quite strongly that it is interesting and finally the respondents lean towards disagreeing with the statement that Jimm`s PC-Store advertising on Facebook is absent .

Question 12. Would you be interested in a product review possibility on Jimm`s PC-Store website?

When asked if the respondents would be interested in an option to review products on the Jimm`s PC-Store website the majority of them (82%) answered "Yes", however 53% out of these would want this to be anonymous, while the rest would prefer it with a

Facebook login option. 18% of the respondents would not be interested in a product review possibility on the Jimm`s PC-Store website.
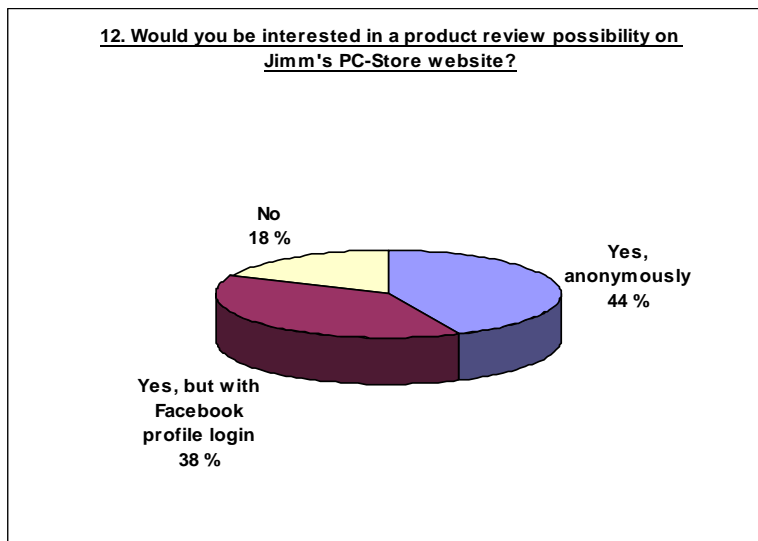
Question 13. Have you purchased products from Jimm`s PC-Store?

Question 13 asked if the respondents have purchased products from Jimm`s PC-Store and out of the respondents, 94% answered that they have done so.
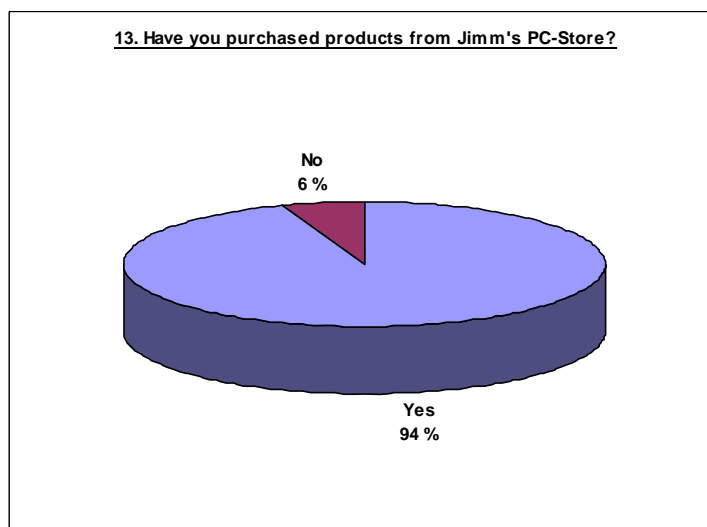
Question 14. Have you purchased products thanks to Jimm`s PC-Store Facebook page?

Question 14 enquired if the respondents have purchased products thanks to Jimm`s PC-Store Facebook page and 26% of the respondents indicated that they have purchased products thanks to Jimm`s PC-Store Facebook page, while the majority (74%) answered that they have not.

14. Have you purchased products thanks to Jimm's PC-Store Facebook page?

Yes
26 %

No
74 %
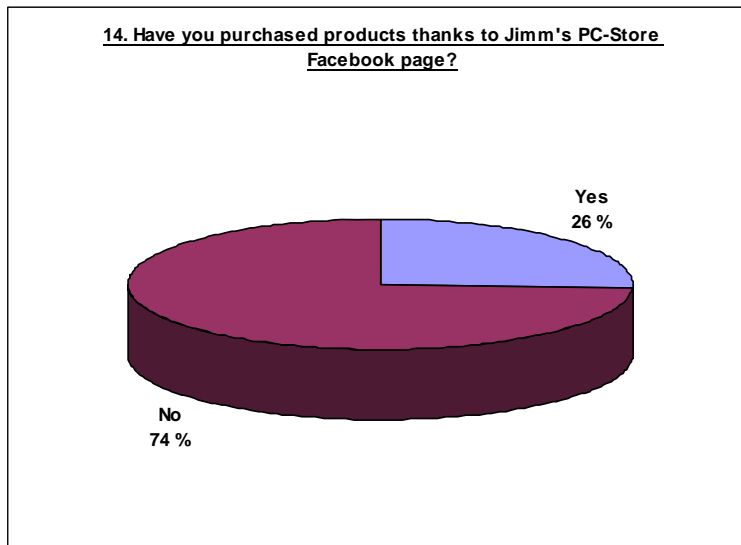
Question 15. Would you recommend Jimm`s PC-Store to your friend?

When asked if the respondent would recommend Jimm`s PC-Store to their friend, nearly all of the respondents (98%) indicated that they would recommend Jimm`s PC-Store to a friend.

15. Would you recommend Jimm's PC-Store to your friend?

No
2 %

Yes
98 %
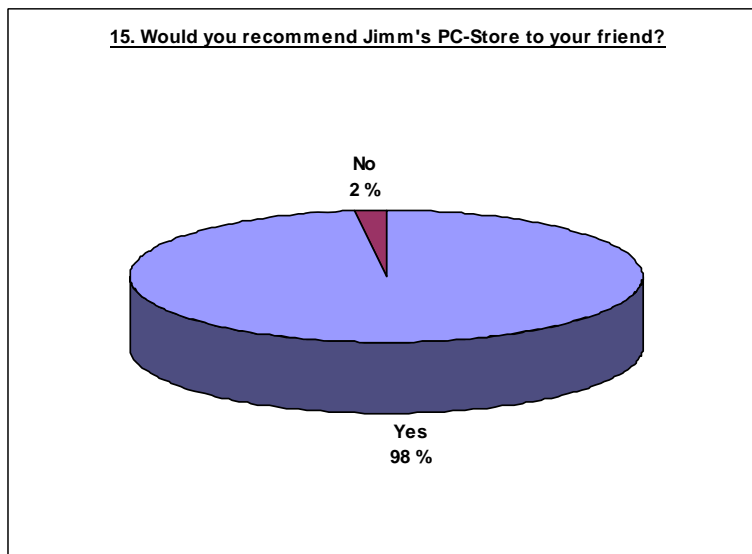
Question 16. Have you recommended Jimm`s PC-Store...?

When asked if the respondents have recommended Jimm`s PC-Store on Facebook, some other way or have they recommended at all, the majority (68%) of respondents answered that they have, but other way. 4% have recommended only via Facebook, while 19% have recommended via Facebook and other way. Cumulatively almost one in four (23%) have used Facebook to recommend Jimm`s PC-Store.

16. Have you recommended Jimm's PC-Store...?

On Facebook and other way
On Facebook
Other way
Have not recommended

9 %

19 %

4 %

68 %
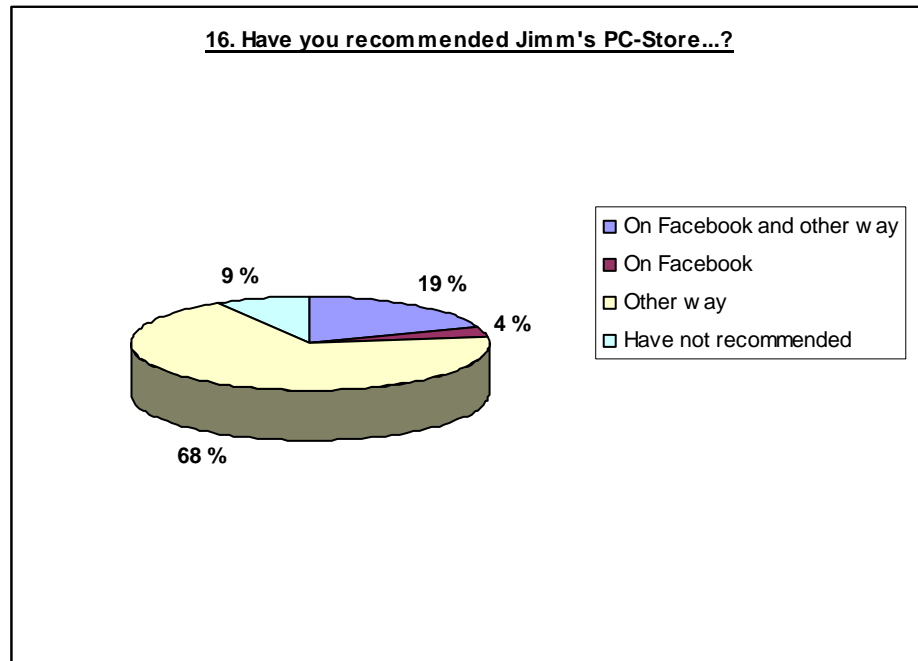
Question 17. Other comments about Jimm`s PC-Store Facebook page?
(Development ideas, experiences, opinions)

Question seventeen was an open question, giving the respondents an opportunity to give feedback, opinions, development ideas or whatever came to their mind. The open answers are listed next.

- 3dmark scapa takaisin, tai jotain muuta tilalle
- Aivan totaalisen siististi cool juttu. Keep on rockin!
- Loistava paketti informaatiota, kysymyksiin tuntuu tulevan hyvin nopeasti vastaukset! :)
- Hmm, useammin voisi ehkä tulla jonkinlaista infoa uutisen muodossa jostain tuotteesta, vaikkei kysessä olisikaan tarjoustuote. Esim. suosituista tuotteista nje,
- Liian vähän tulee tietoa ja päivityksiä. Verrattuna esim. Giganttiin (joka tietenkin isompi), mutta heiltä tulee päivittäin, niin edes pari kertaa viikossa teiltä oisi mukava saada tietoa. Kilpailu on kovaa, ja äkkiä unohtuu verkkokauppa joka ei ole näkyvästi esillä täällä! Uusia yrittäjiä koko ajan tyrkyllä mainoksillaan. Eli tietoa lisää mutta säilyttäkää tasonne :D
- Kilpailuja ja tarjouksia enemmän.
- Tarjouksia Facebook-jäsenille! :)
- En tiedä onko mahdollista, mutta käyttäjien sivuille kirjottamat viestit ja Jimm's PC-Storen omat viestit voisi eriyttää 'omille seinilleen'. Helpottaisi hieman seuraamista (:
- eipä ny justiin tuu mitään mieleen.
- Pari valmistajan mainosbanneria sinnetänne, niin mielenkiintoisuus nousee.

- Jos mahdollista niin kannattaisi varmaan muokata sitä sivua firman värien ja logojen kautta oman näköiseksi. Nyt se hukkuu kaikkien muiden samannäköisten kilpailijoiden sekaan. Erikoistarjouksista ja kilpailuista ja muista kannattaa mainostaa enemmän ja useammin samastakin. Erottuminen valtavasta päivitysvirrasta on vaikeaa mutta se onnistuu kyllä :)

- Yksi mukavimmista firmojen FB-sivuista ikinä :)

- Muuten hieno sivu mutta voisitte vastailla pikkaisen nopeammin noihin seinä kirjoituksiin.

- Tiedot uusista tuotteista on jees.

- Hyvä että ne post uudet tuotteet fblle.

- Sivustolla voisi olla yhteystiedot, puhelinnumerot, osoitteet jne. Kyllähän ne nettisivultakin löytyy, mutta eipähän nuo nyt hirveän työn takana olisi tuonne lisätä. Myös kuvia myymälöistä ja henkilökunnasta olisi kiva katsella, ns. perus duunirutiineja pakettien kasaamista ja sen sellaista.

- -Ihan jees, tottakai aina kehitettävää on -Toistaiseksi sivun 'tykkääjien' määrä pieni=uutiset ei tavoita suurta ihmismäärää -Uutiset uusista tuotteista ja tarjouksista olen kokenut hyödyllisiksi uutisvirrassa, ei aina jaksa mennä jimm's:n kotisivuille ni

- Laittakaa pyörät pyörimää vieläkin ratti odottelussa arvioitu aika tais olla 3-6 viikkoa ja vasta 9 viikkoa menny :)

- Fontti on aika pientä ja joissakin kohdin epäselvää. Muutamissa tuotteissa on huono tuoteseloste, muuten hienot sivut.

- Ehkä lisää kuvia & tarinoita liikkeistä? :) Hieman koneenkasaajien & huoltomiesten arkea ja sitä rataa..

- Kehitysideoita ja muita mielipiteitä on paljonkin, mutta teen tätä työkseni joten free tips ei kuulu asiaan ;)

- Facebook sivut ihan ok. Ongelma ollut lähiaikoina myymälöiden asiakaspalvelussa tai sen puutteessa jonka vuoksi harkinnut liikkeen vaihto seuraavan koneen hankinnan kohdalla.

- Kysymyksiin on tullut vastaus aina todella nopeasti, mikä on mielestäni erittäin hyvä asia.

- Huutokaupat takaisin!

- Hienoo duunii jäbät

- Enemmän uutisia vaan.

- Sivun tumma tausta luo synkkyyttä - oletteko 'synkkä' liike ? Tämä oli vain oma subjektiivinen mielipide.

- Hyvää työtä jätkät, jatkakaa samaan malliin!

- ei

- facebook integraation ála Gigantin huutokauppa aiheuttaa ainakin itselleni hylkimisreaktion. Sen verran haluan pitää kiinni yksityisyydestäni etten ilmoita koko maailmalle kulutuskäyttäytymistäni.

- En koe mitään muutoksia Facebookkiin. Jos tarvitsen jotain niin menen aina teidän kotisivuille.
- Hyvä asiakaspalvelu ja hyvät tuotteet kilpailukykyiseen hintaan
- Mielestäni on hienoa että sivulla voi kysyä, joku jopa vastaa. Ja jos vastaus ei vielä ole tyydyttävä, on yleensä luvassa jatkoa heti kun homma selviää paremmin. Joku siis oikeasti tuntuisi ottavan homman hoitaakseen/selvittääkseen.
- Seinä on täynnä huoltoon liittyviä posteja, jotka mielestäni eivät kuuluisi sinne kaikkien nähtäville ihan myös yrityksen imagon kannalta. Seinällä on mielenkiintoista informaatiota alkaen sanoilla: 'Saimme erän...' Tämä on erittäin hyvä tyyli tuoda asiaa esille ja antaa ihmisille tunteen, jossa tuote on juuri heille saatavilla juuri teiltä! Maanläheinen tyyli. I Like!
- Enenpi uutisia olis hyvä.
- jonkun sovelluksen voisi kehittää. Esim. Nvidian uudelle näytönohjaimelle kokonainen erillinen sivu.
- enemmän kuvia ja videoita.
- Lisää tarjouksia ja tietoja komponenteista.
- Enemmän erikoistarjouksia kohdistettuna fb ihmisille
- Selkeästi tehdyt ja sivuilla näkee vain asiallista ja kiinostavaa tekstiä.
- Enemmän asiaa/tavaraa sivuille.
- Laajempaa mainontaa vaan.
- muistikokon selausta(1Gt,8Gt...)
- hieno sivusto ja 'tarjoukset' on toiminu leinkeillä hyvin ostin 'facebook' tarjouksena 1155 sabretoothin kiitos siitä! hyvin pelaa ja uskon että jatkossakin tulee pelaamaan sivunne hyvin!
- Melkoisen hyvä sellaisenaan.
- Jos sivulle tulvii jatkuvasti uusia viestejä, lakkaan seuraamasta sitä. Parempi panostaa viestinnässä laatuun kuin määrään.
- hyvä ja nopea asiakaspalvelu
- Ei mitään toiminnallista. Värimaailma on ehkä vähän synkkä, mutta ei huono silti. Sivuston haut ja kategorisointi on huippuluokkaa.
- Lisää kaikkea informatiivista asiaa tuotteistanne vaan ja mielestäni ihmisten ei tarvitsisi pilata fb sivua sillä että kaikki tavikset voisivat sekottaa sitä omilla valituksilla. mun mielestä teidän tuottama info on tarpeeksi. ottakoot sähköpostilla yhteyttä aspaan jos jotain asiaa niinku kaikki muutkin.
- Vesijäähdytystä esille enemmän
- Tarjouksia, kilpailuja, huutokauppaa ja jotain spesiaalia tarjolle, jota kotisivut eivät tarjoa.
- Enemmän uutisia: tarjouksista ja uusista/suosituista tuotteista.
- Monta kertaa teidän päivityksiä lueskellessa tekis mieli marssia suoraan Tampereen myymälään, mutta rahapussi pitää mut kotona facebookissa :(

- Hyvät sivut ja ainaki n vielä asialliset kommentit asiakkailta
- esim vaikka hinta-laatusuhde vertailuja esim uusista Nyttiksistä, osista, tai esim modaus kamasta linnkejä jne.
- Tekstiviesti puhelimeen tilattavan tuotteen tultua noudettavaksi tai niin että se on lähetetty varastolta postiosoitteeseen.
- Ei mitään parannettavaa. Asiallien kauppa!
- Lisää tarjouksia saa olla

6 EVALUATION OF THE RESULTS

The questionnaire was divided into two parts, the first part dealt with Facebook generally and the second part focused on Jimm`s PC-Store Facebook Page. This chapter takes an overall look at the results which were illustrated in the previous chapter 5.

As question 1 answers show, the respondents use Facebook for a wide variety of activities, mainly to keep in touch with friends and following up on events. Nearly one in three respondents uses Facebook to gather information about interesting products or brands. For this reason it is clearly beneficial for a company to be present on Facebook. Even more important would be to try and establish a friendship with the users, due to the fact that friendships are the main reason why they use Facebook. As question 9 results indicate, nearly one in five respondents wish the Jimm`s PC-Store Facebook Page had a personality of a formal friend and 13% of the respondents wish it was a friend like personality.

The results indicated that 93% of the respondents visit Facebook.com website on a daily basis, thus they are very often on the website. However as question 5 results show, only 7% of the respondents visit Jimm`s PC-Store Facebook page daily. Further, question 6 indicates that majority of the respondents feel that they follow the Page. Furthermore as question 7 results show, only one in five of the fans have written on the Jimm`s PC-Store Facebook wall. Thus there is clearly a big gap between these numbers and this gap could be drawn closer by activating the Facebook fans more through conversations and competitions for example.

According to responses to question 3, which asked if the respondent had found a product or a brand which interests them through Facebook, the majority of the respondents indicated that they have. Further, the responses to question 4 about how the respondents feel about advertising on Facebook indicate that the respondents do tolerate some forms of advertising on Facebook (competitions, promotions and product/company pages). Banners and private messages are frowned upon, however private messages are surprisingly not seen in a completely negative light. These results

indicate that the respondents are open to companies and brands presence in Facebook and do not mind being subject to certain types of advertising there. Especially having a company page and running some promotions and competitions on Facebook is advisable based on these findings. Further, the more one makes their presence seen there, the more likely they will activate their Facebook fans, which in turn will bring visibility to their company through their news feeds. Finally the answers to question 8 indicate that the Facebook fans expect special offers, news, product information and competitions from the Facebook Page. This again goes to show that the fans have certain expectations from the page and are also open for the interaction and conversations on Facebook.

Regarding the status of the Jimm`s PC-Store Facebook Page currently, the responses show that the fans - out of whom 94% are customers of the company according to question 13 answers – find the profile to be informative, interesting, up to date and useful. Further they show a positive response to the advertising on Facebook by the company, most importantly they indicate in question 11 that the advertising is interesting to them.

As was mentioned, majority of the fans are customers of the company, however only 25% of the fans have purchased products thanks to the Facebook Page. Although this could be due to the fact that the profile has not been in use for a long time, it does however show that there is potential to direct traffic from Facebook to Jimm`s PC-Store website, traffic which leads to purchases. Hence the importance of promotions and advertising again needs to be highlighted here. This was also noted earlier in the thesis; it was mentioned that Facebook fans are more prone to purchasing products online.
This notion is of even more importance when one considers the fact that according to answers to questions 15 and 16, the majority of the respondents are willing to, or have already recommended Jimm`s PC-Store to their friends on Facebook or some other way. Combined with the viral nature of Facebook, it is obvious that there are opportunities to reach large audiences with Facebook, hence one should strive to make the interaction within Facebook as easy as possible with the company, enable the fans to talk about one's company on Facebook. As question 16 shows, only 23% of the respondents have recommended the company on Facebook, even while Facebook is the medium where it is very easy to do so, essentially with one click of a button. Finally, the responses to

question 12 indicate that the fans would be interested in a product review possibility on Jimm`s PC-Store website, 38% of the respondents would like this to be integrated with Facebook. Further indicating the possibility to engage the fans and their willingness to do so, this would also offer one more way to direct traffic between the sites.

7 GUIDELINE FOR JIMM`S PC-STORE

This chapter offers the commissioner a guideline which could be used in developing strategies to operate in social media and Facebook. The first part focuses on social media overall and the second part on Facebook.

7.1 Part I – Social media generally

When taking part in social media, it is important to do so with the terms of the community. It is important to remember that it is free for anyone to use (for the most parts); opinions and conversations are encouraged in social media. Therefore simply by broadcasting or shouting in social media, the results will not be significant. It is also important to be open and honest in one's communications as internet is full of stories about companies which have failed in this aspect and they have paid the price. Recently a staff member of a company which created a game for different gaming platforms was caught by vigilant internet users – he had reviewed their own game and given it the best possible score. While this is not an unimaginable action, after all politicians rarely vote against themselves for example, it still serves as an example of the importance of honesty in social media. If one is not honest, they run the risk of getting caught and possibly end up receiving plenty of negative attention, in a media which thrives on viral messages.

Goals are important in social media as well. One should keep this in mind when planning his/her strategies. Even if social media landscape keeps changing and at times it might be difficult to keep up, it is important to try to have plans in place. As was previously mentioned, setting one main strategy is important as it gives something to keep an eye on; even if there are changes in the environment we operate in. One is not able to measure their performance and results if there are no goals set. While this might seem like an obvious point to make, surprisingly according to a study, even one third of companies did not have goals set for social media (Salmenkivi & Nyman, 2008).

While it is deceivingly easy to join social networks such as *Facebook* and get started on social media, a company should not settle just for that. One must have a presence in the community as well if they want to take part in the conversations - that is if they are willing to listen to their customers. However, if one is content on simply being there and broadcasting instead of conversing, they might get some results, however they should not expect too much from their efforts. If one does listen in social media, they might learn valuable information from their customers as social media provides a platform for people to vent out their frustrations as well as their good experiences. By being there, listening, one has the possibility to react and make improvements where needed for example. For these reasons one should strive to keep their customers involved in social media and one should be flexible in order to react to what one might learn from the customers. After all, the customers are there for a reason, they believe they can influence something with their actions in social media, it is up to one's company how that influences their company or other customers – either negatively or positively, depending on the company's reactions. While it is true that companies do not have as much control over these issues in social media, the companies which are flexible and listening stand a much better chance to control what goes on around its products or services in social media.

Social media should be integrated into the company's long term strategic plans as well as to the daily operations. Social media does not need to be only about marketing and sales as it can deal with customer service and customer loyalty programs as well.

While Facebook, for example, is growing at immense speeds, one shouldn't get caught up in this game of numbers. One should not simply stare at the number of fans they can accumulate on their Facebook Page, they should pay more attention to the conversations with them, they should try to value the volume of customer contacts instead of the number of fans they have. One should strive to make their page more of an experience for the fans, in order to activate them. This could be achieved by running some competitions, by making polls or asking questions and by being ready to answer theirs. This way one can keep their fans talking and interacting with their company or profile, this way the fans would be more likely to come back to the company's page. The more they interact with one's Facebook Page, the more news of those interactions will be posted on their Facebook profiles walls – for their friends to see. Facebook will be discussed in more detail in the next part of this guideline.

It is a good idea to start small, create the page and gather fans, take part in the conversations and be humble and most importantly be flexible. Flexibility is the key in social media due to its nature, as was mentioned earlier. Changes are a constant part of the social media realm and these changes may catch one's company by surprise and for the most intimidating part, they can be out of the company's control completely. For this reason it is worth having one's social media operations spread out across different platforms. Centralize the operations around the company's own website, which the company has full control over and use it as a back up for the social media ventures. Further, as Kortesuo (2010) notes, if one has the same content in each channel, the customers might get frustrated; therefore one should strive to keep different channels offering different things.

7.2 Part II – Facebook

According to a report by Experian Hitwise (2010) in 2010 Facebook overtook google.com as the most visited website in the world. Moreover, one's company can create a Facebook Page for free, thus offering them a chance to be a part of the most popular website ever, still for free. Hence it is not surprising that companies are creating Pages on Facebook and are trying to take advantage of this situation. Facebook, which is the number one social network, offers companies a chance to interact with their customers and fans in a very personal way and much faster than before.

Though there are some drawbacks, such as the lack of control which companies have over social media generally. For example one can try to make a viral message, but in the end it is up to the public if that happens or not, and if it happens, is it in a positive or negative light. It might feel off-putting to take part in these conversations in the social media realm, but one should remember that their customers will be talking about their company or brand anyway. Therefore one should consider taking part in these conversations and what better way than to use Facebook as it is the most visited website in the whole world, there are bound to be plenty of conversations ongoing at any given moment.

Next, this thesis presents a step by step guideline for joining and using Facebook for a company. Since joining and forgetting about it would be counter effective, because

when one joins, they open themselves for conversation and they most likely will receive comments and leaving them unanswered would not be a good practice. Note here also that if a company is posting news items or offers on the Facebook wall, while the customers write questions which go unanswered, it would look bad for the company. Since this would show that the company is active on the Page, but chooses to ignore their fans or customers. Thus one needs to always think about the fans or customers first in social media.

Now for *step 1*, obviously the first thing is to plan one's actions. However since the joining and getting started has been made so easy and simple, some might consider first creating a Facebook Page and then once that is setup, they would start to think of ways in which to operate there. This could be a useful way to approach any social media since the world is full of companies and people who might reserve the username that your company wanted to use. Therefore it might be a good idea to first register and reserve one's place, even if the company does not end up using the service at all. However, the previous point about joining and being inactive should be noted here. Either way, as one opens a Facebook Page for their company, which they should choose over a regular profile or a group because they are intended just for this purpose by Facebook. These pages offer companies Facebook Insights, something that they do not offer for regular users. These insights are very useful for companies as they enable brands to view insights such as fan demographics or the number of interactions with fans for example. These Insights are an integral part of evaluating and assessing one's activities in Facebook in order to develop and plan for future.

When creating the Page, it should be done with the customers or the fans in mind. There is a reason why the fans are using Facebook as much as they are, thus one should strive to keep the experience feeling like Facebook, while trying to incorporate some personality to it. As we saw with the questionnaire (Appendix 1) results for Jimm`s PC-Store, the majority (65%) of respondents wish the profile was formal, while 13% wish it was more of a friend. Almost one in five (19%) of the responses indicated that the profile should be a formal friend. For this reason it is important to try and find a balance between being a company and being a friend in Facebook.

Step 2, once the Page is setup, the next challenge is to create content and to activate the fans, first to join up and then to take part in the conversations. Thus one should try to fill the Facebook Page with the most important and interesting information about their company and products. One can add tabs, or add videos and pictures or some Facebook applications even. However, remember that after adding content one should not forget about it. Instead one should keep adding more, because when content is added to the Page, the fans will have a reason to follow the Page and to participate in the conversations. This is important because when they do so, Facebook will create news stories about it to the Facebook fans walls which in turn will bring the company Page more visibility. Though one should not over do this as people tend to dislike spam online, that is digital messages – in this case news stories, which are sent in bulk or constantly (Charlesworth, 2007). This could just anger, frustrate or even drive the fans away.

Other ways to keep active is to arrange contests or campaigns for the Facebook fans. These help to keep the fans coming back to the page. One should not forget to advertise these in other marketing materials, since they should attract people to join the Facebook Page. The company could use the strategy of *engaging* which was introduced in chapter 3 in order to further activate the fans that are on Facebook daily anyways.

As has been established, it is important to get the fans involved in the discussions. That is, if one is willing to listen. When interacting with the fans, one could ask them about their experiences with one's company or products, or ask them to post photos that have to do with the brand or company for example. When writing on the company's Facebook wall or on the pictures which are posted by the company, one should tag the customers if they are mentioned in them. Furthermore one could use their names when talking to them to be more personal. It is important to make the fans feel comfortable and also to make sure that the interaction is effortless and that sharing is made as easy as possible.

When receiving feedback from the fans, it should be noted and credit should be given where it is due. After all, not everyone is willing to give feedback and since Facebook provides excellent means for what has been established as conversation instead of broadcasting, what better place to do it? Again one should keep in mind that the fans are

trying to communicate with the company and if it goes unnoticed in Facebook, soon they will stop trying.

Finally *step 3*; one should not forget to promote the Facebook page on other operations. Advertise the Facebook Page in the company's own website, in email signatures, and naturally in any other social media the company might be using. It is a good idea to add it to the company's other advertisements on traditional media as well. Since Facebook is so intertwined with other social media and the internet in general, it will also provide the company with excellent opportunities to gain ground on the vast internet.

8 CONCLUSIONS

This thesis focused on the popular and fast changing social media realm, with special attention given to Facebook. It took a look at the different types of users and reasons to take part in social media from a business perspective. Based on the research and the commissioner's interview a survey was completed; this consisted of an online questionnaire, which was published on the company's Facebook Page. The Facebook fans indicated that they liked this idea (by using the Like button and in the comments) and the survey received 450 responses in 2 weeks. The results were analyzed and finally a guideline was formulated based on the findings of the literature review as well as the survey results. The idea behind establishing a guideline was that since social media tends to change quite fast, with new services arriving on a weekly – if not on a daily basis. Therefore it would be beneficial to have a guideline on how to approach social media overall, further the guideline provides a section focused solely on Facebook.

The project started with an overview of social media, establishing that it is quite vast and in a constant state of change, therefore there is a clear need for flexibility and for strategies and plans which take this into consideration. Social media tends to transform due to its immense popularity and the need for services to differentiate and to react to the ever changing needs of their customers, as well as due to technological developments which are happening at great speeds. The project then continued with a closer look at social media network Facebook. The findings indicate that there are vast amounts of conversations about companies and brands on Facebook. Further they show that Facebook provides a service, free of charge, in which it is possible for companies to be closer to their customers, to listen to them and to have real conversations with them. Facebook also offers various avenues for marketing and most importantly Facebook offers a platform which greatly facilitates viral messages which are attractive to marketers in this environment.

The second part of the thesis focused on the commissioner Jimm`s PC-Store. First the company was introduced briefly and then the survey was presented. The survey results indicate that the company's customers spend a lot of time on Facebook, with most of

them visiting the site on a daily basis. However they do not visit the Jimm`s PC-Store Facebook Page on a daily basis, also the amount of interaction between the Facebook Page Fans and the company at this point has plenty of room for improvement. It should be noted that the results indicate that the fans expect competitions and more interaction with the company. Therefore the company could use the strategies which were presented in this thesis in order to further engage their fans on Facebook.

Finally the guideline, which is based on the research and the survey, is presented. The guideline serves as a direction giver on the way to operating in social media. It is divided into two parts, the first focusing on social media and the second on Facebook. This guideline should succeed in offering some important notions regarding social media generally as well as providing essential ideas about Facebook utilization. Since the guideline is based on the results of the survey, the steps offered should provide the commissioner with the foundation needed for a successful operating plan for Facebook use.

Further work could take on issues such as how different segments within social media approach Facebook and other social media. Further the differences between the Nordic countries users could be studied and comparisons could be made more comprehensively against other countries users, both the companies and the customers. Moreover, each of the services in social media could be studied separately. For the purposes of this thesis a general overview of social media was taken with emphasis on Facebook since the commissioner's activities on social media focus on Facebook at the moment.

In the end it is important for companies to prepare appropriate strategies before jumping into social media. This thesis was made for this purpose and it should assist in taking on the challenges of this ever changing environment because it indicates the possible hazards of social media while providing important lessons on how to operate in this relatively new environment.

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10 APPENDICES

Appendix 1: Jimm's PC-Store Facebook kysely

Osa 1

Facebook yleisesti

1. Sinun aktiviteettisi Facebookissa? (voit valita useamman vastausvaihtoehdon)

☐ yhteydenpito ystävien kanssa

☐ tapahtumien seuraaminen

☐ pelaaminen ja/tai sovelluksien käyttö

☐ kuvien / videoiden katselu / jakaminen

☐ tiedonhankinta kiinnostavista tuotteista/brändeistä

☐ jotain muuta

Jos valitsit jotain muuta, mitä?

2. Kuinka usein käyt Facebook.com sivulla?

☐ päivittäin

☐ viikottain

☐ harvemmin

3. Oletko löytänyt Facebookin kautta sinua kiinnostavan tuotteen tai brändin?

☐ kyllä

☐ en

4. Mitä mieltä olet mainonnasta Facebookissa? (1 = negatiivinen asia, 7 = positiivinen asia)

Näytä otsikot	1	2	3	4	5	6	7
bannerit	☐	☐	☐	☐	☐	☐	☐
kilpailut	☐	☐	☐	☐	☐	☐	☐
promootiot	☐	☐	☐	☐	☐	☐	☐
yksityisviestit	☐	☐	☐	☐	☐	☐	☐
tuote/yritys-sivut	☐	☐	☐	☐	☐	☐	☐

Osa 2

Jimm's PC-Store Facebook sivu

1) Kuinka usein käyt Jimm's PC-Storen Facebook sivulla?
- ☐ päivittäin
- ☐ 1-3 kertaa viikossa
- ☐ 4-6 kertaa viikossa
- ☐ kuukausittain
- ☐ harvemmin
- ☐ en koskaan

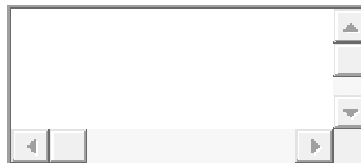2) Seuraatko Jimm's PC-Storen Facebook profiilia?
- ☐ Kyllä
- ☐ En

3) Oletko kirjoitttanut Jimm's PC-Storen Facebook seinälle?
- ☐ Kyllä
- ☐ En

4) Mitä odotat Jimm's PC-Storen Facebook profiililta?
- ☐ uutisia
- ☐ tuotetietoja
- ☐ asiakaspalvelua
- ☐ kilpailuja
- ☐ erikoistarjouksia
- ☐ videoita
- ☐ jotain muuta

Jos valitsit jotain muuta, mitä?

5. Minkälaisen persoonan toivot Jimm's PC-Storen Facebookin olevan?
- ☐ asiallinen
- ☐ kaveri
- ☐ jotain muuta

Jos valitsit jotain muuta, mitä?

6. Mielipiteesi Jimm's PC-Storen tämänhetkisestä Facebook sivusta? (1 = vahvasti eri mieltä, 7 = vahvasti samaa mieltä)

Näytä otsikot	1	2	3	4	5	6	7
Mielenkiintoinen	☐	☐	☐	☐	☐	☐	☐
Informatiivinen	☐	☐	☐	☐	☐	☐	☐
Ajantasalla	☐	☐	☐	☐	☐	☐	☐
Hyödyllinen	☐	☐	☐	☐	☐	☐	☐

7. Mielipiteesi Jimm's PC-Storen mainonnasta Facebookissa? (1 = vahvasti eri mieltä, 7 = vahvasti samaa mieltä)

Näytä otsikot	1	2	3	4	5	6	7
Huomion herättävää	☐	☐	☐	☐	☐	☐	☐
Riittävää	☐	☐	☐	☐	☐	☐	☐
Huomaamatonta	☐	☐	☐	☐	☐	☐	☐
Kiinnostavaa	☐	☐	☐	☐	☐	☐	☐

8. Olisitko kiinnostunut tuote-arvostelu mahdollisuudesta Jimm's PC-Storen kotisivuilla?

☐ Kyllä, mutta anonyymisti

☐ Kyllä, mutta Facebook-tilillä kirjautumisella

☐ En

9. Oletko ostanut tuotteita Jimm's PC-Storesta? [▼]

10. Oletko ostanut tuotteita Jimm's PC-Storesta Facebook sivun ansiosta?

[▼]

11. Suosittelisitko Jimm's PC-Storea ystävällesi?

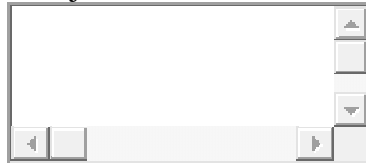☐ Kyllä

☐ En

12. Oletko suositellut Jimm's PC-Storea… (voit valita useamman vastaus vaihtoehdon)

☐ Facebookissa

☐ Muuten

☐ En ole suositellut

Muita kommentteja Jimm's PC-Storen Facebook sivusta? (Kehitysideoita, kokemuksia,

mielipiteitä)

Appendix 2: Conversation Prism (Solis & JESS3, 2010)